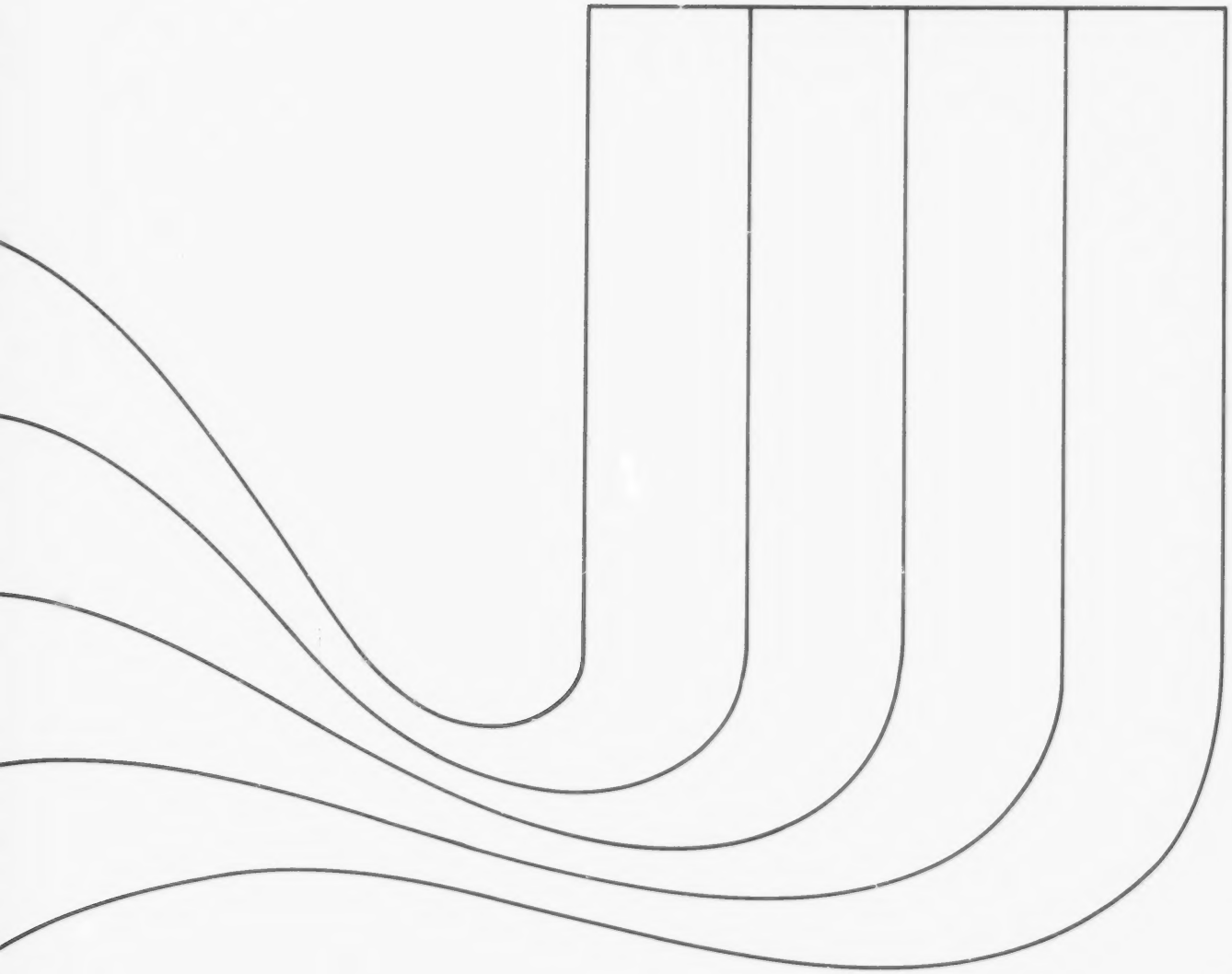
# 1980

# MOTORCYCLE STATISTICAL ANNUAL



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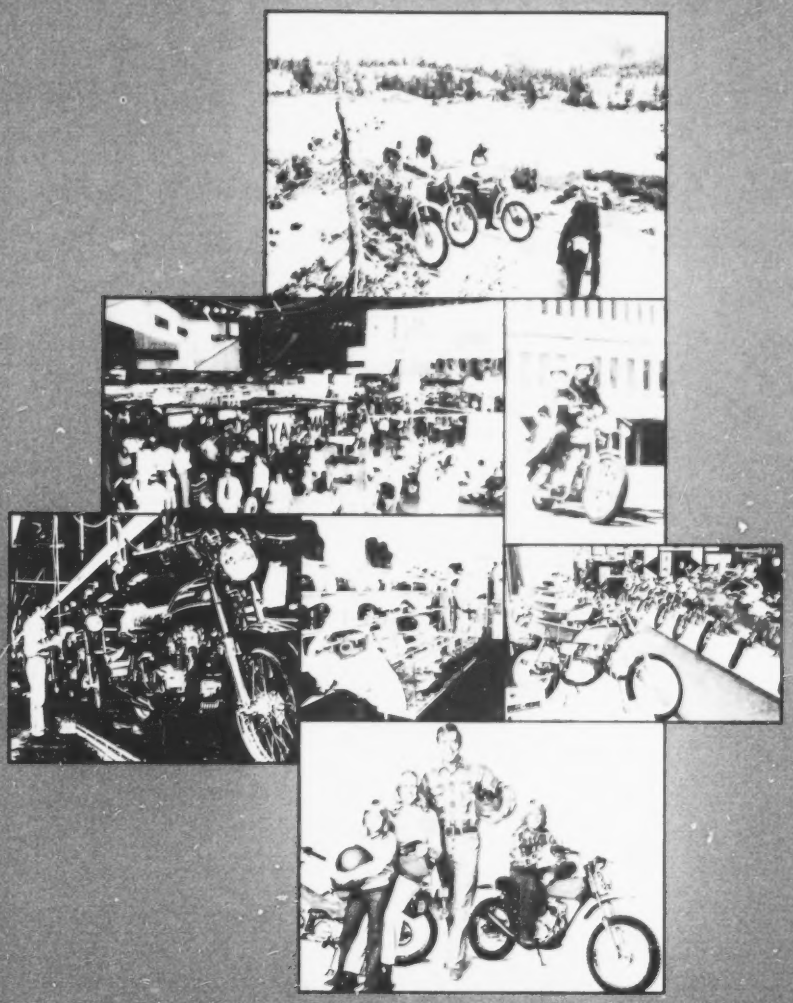

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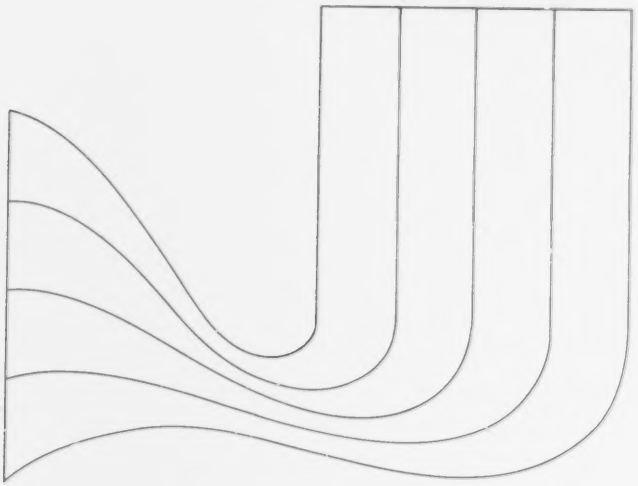

*Published by*

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The cooperation of the many contributors to this annual is gratefully acknowledged. The source note below each table credits the various government and private organizations which have provided information for the Statistical Annual.

Additional copies may be obtained for $5.00 from the MIC Administrative or Government Relations Office.

*The motorcycle industry has experienced dramatic growth in the U. S. since the 1960's. Since 1965, motorcycles registered for use on public highways have grown nearly four fold. Today it is estimated that 7 million motorcycles are used by nearly 18 million people in this country. In 1979 alone it is estimated that the motorcycle industry generated 7.6 billion dollars in consumer sales and services and state taxes and licensing in the U. S.*

*There are indications that the 1980's will be the beginning of a new era in motorcycling when the motorcycle emerges as a serious transportation alternative to the automobile. The increasing cost of fuel, the threat of fuel shortages and rationing, and the soaring cost of owning and operating an automobile have drawn much attention to the transportation advantages of the motorcycle. Recent sales trends indicate that the motivation for purchasing a motorcycle will shift more toward utility than recreation during the next few years. Motorcycles used on-highway are almost three times as fuel efficient as most new cars and about four times as efficient as average cars in the motor vehicle population.*

*The fuel efficiency of motorcycles has also attracted many buyers with no, or very little, previous riding experience which reemphasizes the current need for motorcycle rider education and training programs. Since the early 1970's the motorcycle industry has been active in developing and implementing motorcycle rider education and licensing programs, and conducting safety research and public information programs through the Motorcycle Safety Foundation.*

*Motorcycles in the 1980's wil be cleaner in terms of air pollutants than motorcycles in the past. National exhaust emission controls for new motorcycles began in 1978 and will become increasingly more stringent throughout the 1980's. Although motorcycles contributed less than 1 percent of the total hydrocarbon emissions nationwide before controls, the motorcycles industry supported the adoption of uniform national standards to regulate exhaust emissions.*

*The motorcycle industry's continuing commitment to reduce sound levels in our environment has been demonstrated by the production of quieter motorcycles and aftermarket exhaust systems with each year. Many new models are as quiet as new automobiles. The U. S. Environmental Protection Agency is expected to standardize motorcycle noise levels in uniform national regulations in 1980 or 1981. The MIC supports national motorcycle noise standards and has offered constructive comments to assists the EPA in the development of enforceable and cost-effective regulations.*

*The MIC also invests in a public service program for television, radio, magazines, and newspapers to encourage motorcycle rider responsibility in noise reduction and environmental protection. The theme is "Ride Aware—Show You Care."*

*The use of motorcycles for off-highway recreation has grown significantly in the past ten years. The motorcycle industry and responsible riders understand that unrestricted vehicle use can damage certain fragile environments and that well managed facilities provide the best opportunity for off-highway recreation. The industry has been working with state and federal government agencies to encourage intelligent land planning and management based on equitable multiple use which can benefit all outdoorsmen, including the 11 million off-highway motorcycle recreationists.*

*Each year the MIC receives countless inquiries for statistical data and trends within the motorcycle industry. The information in this publication has been gathered to provide a comprehensive, orderly and accurate source of motorcycle statistics in response to those numerous requests.*

*It is our intention to update the Motorcycle Statistical Annual each year. We welcome your comments for future editions.*

*The Motorcycle Industry Council is a nonprofit national trade association representing manufacturers and distributors of motorcycles, motorcycle parts and accessories, and members of allied trades.*

*As a national, unified voice of the motorcycle industry, the MIC:*

- *Develops and provides industry statistics and related information to legislators, regulatory agencies, other associations, companies, and interested individuals.*
- *Analyzes Federal and state legislative and regulatory actions, taking positive steps to promote effective law and reasonable regulations and to oppose those measures detrimental to our industry and sport.*
- *Carries out programs of research in the fields of noise abatement, motorcycle equipment safety, energy consumption, products liability, and land use.*
- *Promotes industry, dealer and consumer awareness directed at the reduction of motorcycle sound, the preservation of the environment, conservation of energy resources, and the safe and courteous operation of all vehicles.*
- *Conducts educational seminars in subject matters of interest to governmental agencies, member companies, motorcycle dealers and other concerned parties.*

**Other publications and materials available on request through the MIC include:**

- **Motorcycle Sound & Noise**
- **Motorcycle Sound Information Kit**
- **Motorcycle Theft Information Kit**
- **Research & Statistics Kit**
- **Federal Equipment Standards for Motorcycles**
- **Land Use Information Kit**
- **To the Proud New Owner of a Trailbike . . . Congratulations!**
- **"The Recreational Trailbiker," 35 mm Slide Presentation**
- **"Motorcycle Noise — Off-Highway Enforcement," 35 mm Slide Presentation**
- **"Managing Trailbike Recreation in a Forest Environment," 35 mm Slide Presentation**
- **"The Trailbike Experience," 16 mm Motion Picture**
- **Moped Information Kit**
- **Products Liability Information Kit**

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Photo Courtesy of Motorcycle Dealernews

# THE MOTORCYCLE MARKET

# U.S. MOTORCYCLE POPULATION By MODEL TYPE, ENGINE DISPLACEMENT, AND YEAR

In 1979 there were an estimated 7.0 million motorcycles in use in the United States, compared to an estimated 7.3 million in 1978. This slight decline in the motorcycle population is attributed to fewer sales of new motorcycles in recent years and the higher scrappage rate of motorcycles sold during the peak in annual sales, 1971 to 1973.

Of the total motorcycle population in 1979, 47.9% were *on-highway* motorcycles, 25.9% were *off-highway* motorcycles, and 26.2% were *dual purpose* motorcycles. Both the on-highway and off-highway segments increased as a portion of the market in 1979 compared to 1978, while the dual purpose segment decreased considerably.

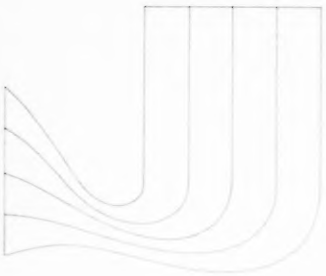
Of all motorcycles in use, it is estimated that almost six in every ten (55.7%) have an engine displacement less than 350 cubic centimeters. Two thirds of the estimated motorcycle population were purchased new during the last five years.

## ESTIMATED U.S. MOTORCYCLE POPULATION MODEL TYPE, ENGINE DISPLACEMENT, AND YEAR

| | 1979 | | 1978 | |
|---|---|---|---|---|
| | Number of Motorcycles | % of Total | Number of Motorcycles | % of Total |
| **Model Type** | | | | |
| On-Highway | 3,371,200 | 47.9% | 3,326,600 | 45.6% |
| Off-Highway | 1,821,200 | 25.9% | 1,776,600 | 24.3% |
| Dual Purpose | 1,843,100 | 26.2% | 2,201,800 | 20.1% |
| | 7,035,500 | 100.0% | 7,305,000 | 100.0% |
| **Engine Displacement** | | | | |
| Under 125 cc | 2,137,400 | 30.4% | 2,164,000 | 29.6% |
| 125-349 cc | 1,779,100 | 25.3% | 1,983,600 | 27.2% |
| 350-449 cc | 1,101,200 | 15.6% | 1,206,200 | 16.5% |
| 450-749 cc | 844,100 | 12.0% | 851,700 | 11.5% |
| Over 749 cc | 1,173,700 | 16.7% | 1,099,500 | 15.1% |
| | 7,035,500 | 100.0% | 7,305,000 | 100.0% |
| **Year Sold New** | | | | |
| 1979 | 1,085,000 | 15.4% | — | — |
| 1978 | 955,500 | 13.6% | 975,000 | 13.3% |
| 1977 | 1,036,800 | 14.8% | 1,058,000 | 14.5% |
| 1976 | 945,000 | 13.4% | 1,008,000 | 13.8% |
| 1975 | 705,000 | 10.0% | 846,000 | 11.6% |
| 1974 | 660,000 | 9.4% | 900,000 | 12.3% |
| 1973 | 562,400 | 8.0% | 836,000 | 11.4% |
| 1972 | 353,600 | 5.0% | 503,000 | 6.9% |
| 1971 | 210,800 | 3.0% | 322,000 | 4.4% |
| 1970 | 101,000 | 1.4% | 172,000 | 2.4% |
| 1969 | 33,500 | 5% | 67,000 | .9% |
| Prior to 1969 | 386,900 | 5.5% | 618,000 | 8.5% |
| | 7,035,500 | 100.0% | 7,305,000 | 100.0% |

Model Type Definitions: **On-Highway** motorcycles are those certified by the manufacturer as being in compliance with the Federal Motor Vehicle Safety Standards, and designed primarily for use on public roads. **Off-Highway** motorcycles are those which are *not* certified by the manufacturer as being in compliance with the Federal Motor Vehicle Safety Standards. **Dual Purpose** motorcycles are certified by the manufacturer as being in compliance with the Federal Motor Vehicle Safety Standards, and designed with the capability for use on public roads as well as off-highway recreational use. Mopeds (motorized bicycles) are not included in1978 and 1979 motorcycle population estimates.

Source: 1979 Estimated Motorcycle Population and Usage, Motorcycle Industry Council, Inc., Newport Beach, CA



On-highway motorcycles tend to have relatively large engines. In 1979, 82.1% of the on-highway motorcycles in use had an engine displacement of 350 cc's or greater. Within the on-highway motorcycle population, a tremendous growth was reported for motorcycles with engines less than 125 cc's, which tend to be the most fuel efficient. The population of motorcycles over 749 cc's also grew in 1979, as it has throughout most of the 1970's. The other on-highway displacement segments declined slightly in population in 1979 compared to 1978.

The off-highway segment, which also grew in 1979, is dominated by small engine motorcycles. Nearly two thirds (62.9%) of the off-highway motorcycles in use had an engine displacement less than 125 cc's.

The dual purpose segment continued to decline, primarily due to the discontinuation of models not in compliance with emission regulations. In 1979 the majority (88.0%) of the dual purpose motorcycles had engines within the small cc range, under 125 cc's, or medium range, 125 to 349 cc's.

## ESTIMATED U.S. MOTORCYCLE POPULATION MODEL TYPE BY ENGINE DISPLACEMENT

| | 1979 | | 1978 | |
|---|---|---|---|---|
| | Number of Motorcycles | % of Total | Number of Motorcycles | % of Total |
| **Model Type** | | | | |
| **On-Highway** | 3,371,200 | 100.0% | 3,326,600 | 100.0% |
| Under 125 cc | 322,500 | 9.6% | 228,300 | 6.9% |
| 125-349 cc | 281,000 | 8.3% | 325,200 | 9.8% |
| 350-449 cc | 826,900 | 24.5% | 882,900 | 26.5% |
| 450-749 cc | 767,100 | 22.8% | 791,000 | 23.8% |
| Over 749 cc | 1,173,700 | 34.8% | 1,099,200 | 33.0% |
| **Off-Highway** | 1,821,200 | 100.0% | 1,776,600 | 100.0% |
| Under 125 cc | 1,144,700 | 62.9% | 1,120,800 | 63.1% |
| 125-349 cc | 546,400 | 30.0% | 531,200 | 29.9% |
| 350-449 cc | 93,100 | 5.1% | 93,300 | 5.3% |
| 450-749 cc | 37,000 | 2.0% | 31,000 | 1.7% |
| Over 749cc | — | — | 300 | * |
| **Dual Purpose** | 1,843,100 | 100.0% | 2,201,800 | 100.0% |
| Under 125 cc | 670,200 | 36.4% | 814,900 | 37.0% |
| 125-349 cc | 951,700 | 51.6% | 1,127,200 | 51.3% |
| 350-449 cc | 181,200 | 9.8% | 230,000 | 10.4% |
| 450-749 cc | 40,000 | 2.2% | 29,700 | 1.3% |
| Over 749 cc | — | — | — | — |

*Less than .05%

NOTE: See page 6 for model type definitions.

Source: 1979 Estimated Motorcycle Population and Usage, Motorcycle Industry Council, Inc., Newport Beach, CA.

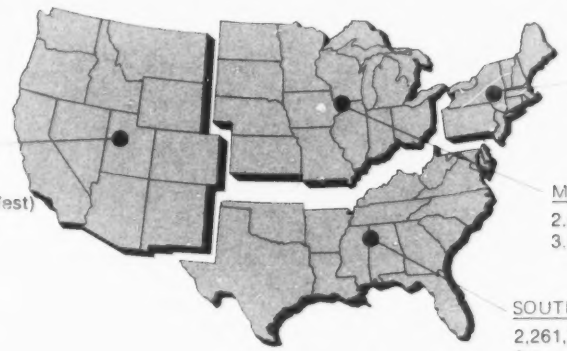
# U.S. MOTORCYCLE POPULATION AND PENETRATION By REGION AND STATE

On a regional basis the greatest number of motorcycles in use in 1979 were estimated to be in the South and the Midwest. Although the West ranked third in motorcycle population, California was, by far, the nation's leading state, where nearly one in every eight (12.2%) of the nation's motorcycles were owned.

In 1979 there were an estimated 3.2 motorcycles owned by every 100 persons living in the United States. Regionally, motorcycle penetration was highest in the West where 4.3 motorcycles were owned for every 100 residents, and lowest in the East where 2.0 motorcycles were owned for every 100 residents.

Nearly one third (31.7%) of the nation's motorcycle population was owned in the five leading states, California, Texas, Michigan, Ohio, and Illinois.

## 1979 ESTIMATED U.S. MOTORCYCLE POPULATION AND PENETRATION BY REGION



WEST
1,731,200 motorcycles
4.3 motorcycles per 100 persons
(Alaska and Hawaii included in West)

EAST
973,700 motorcycles
2.0 motorcycles per 100 persons

MIDWEST
2,068,900 motorcycles
3.5 motorcycles per 100 persons

SOUTH
2,261,700 motorcycles
3.1 motorcycles per 100 persons

## 1979 ESTIMATED U.S. MOTORCYCLE POPULATION AND PENETRATION BY STATE

| State | Motorcycle Population | Motorcycle Population by Model Type | | | Motorcycle Penetration Per 100 Population |
|---|---|---|---|---|---|
| | | On-Hwy. | Off-Hwy. | Dual Purpose | |
| Alabama | 128,300 | 56,400 | 33,500 | 38,400 | 3.4 |
| Alaska | 29,200 | 9,400 | 9,300 | 10,500 | 6.5 |
| Arizona | 96,400 | 40,800 | 29,800 | 25,800 | 3.9 |
| Arkansas | 78,300 | 27,800 | 24,900 | 25,600 | 3.6 |
| Calif. | 858,800 | 397,000 | 269,500 | 192,300 | 3.8 |
| Colorado | 117,500 | 51,000 | 27,800 | 38,700 | 4.2 |
| Conn. | 67,300 | 40,100 | 12,400 | 14,800 | 2.1 |
| Delaware | 15,400 | 8,000 | 4,000 | 3,400 | 2.6 |
| D.C. | 2,800 | 2,200 | 100 | 500 | .4 |
| Florida | 248,400 | 130,000 | 57,900 | 60,500 | 2.7 |
| Georgia | 179,200 | 77,200 | 52,000 | 50,000 | 3.5 |
| Hawaii | Not Available | | | | |
| Idaho | 67,900 | [illegible],500 | 22,800 | 28,600 | 7.5 |
| Illinois | 299,600 | 165,700 | 63,600 | 70,300 | 2.6 |
| Indiana | 217,500 | 121,100 | 49,700 | 46,700 | 4.0 |
| Iowa | 179,600 | 103,000 | 33,100 | 43,500 | 6.0 |
| Kansas | 96,800 | 47,800 | 19,700 | 29,300 | 4.0 |
| Kentucky | 97,400 | 40,400 | 31,300 | 25,700 | 2.7 |
| La. | 157,200 | 60,400 | 64,800 | 32,000 | 3.9 |
| Maine | 39,600 | 24,400 | 6,000 | 9,200 | 3.5 |
| Maryland | 95,900 | 53,600 | 22,200 | 20,100 | 2.3 |
| Mass. | 95,800 | 57,000 | 18,800 | 20,000 | 1.6 |
| Michigan | 327,400 | 156,600 | 78,300 | 92,500 | 3.6 |
| Minn. | 164,200 | 87,600 | 31,800 | 44,800 | 4.0 |
| Miss. | 74,100 | 27,800 | 26,300 | 20,000 | 3.0 |
| Missouri | 147,400 | 69,300 | 38,300 | 39,800 | 3.0 |
| Montana | 52,300 | 14,400 | 15,500 | 22,400 | 6.6 |
| Nebraska | 79,400 | 35,700 | 19,400 | 24,300 | 4.9 |
| Nevada | 31,300 | 12,000 | 11,100 | 8,200 | 4.6 |
| N.H. | 41,700 | 26,400 | 6,300 | 9,000 | 4.8 |
| N.J. | 130,000 | 72,400 | 29,400 | 28,200 | 1.8 |
| New Mex. | 50,300 | 20,500 | 12,800 | 17,000 | 4.0 |
| New York | 269,300 | 172,000 | 50,100 | 47,200 | 1.5 |
| N C. | 169,400 | 79,800 | 45,800 | 43,800 | 3.0 |
| N.D. | 38,400 | 15,000 | 9,500 | 13,900 | 5.8 |
| Ohio | 307,800 | 172,300 | 72,200 | 63,300 | 2.9 |
| Okla. | 129,000 | 58,000 | 29,000 | 42,000 | 4.4 |
| Oregon | 122,700 | 41,500 | 44,600 | 36,600 | 5.0 |
| Penn. | 289,500 | 139,200 | 63,700 | 86,600 | 2.4 |
| R.I. | 21,900 | 12,900 | 4,000 | 5,000 | 2.3 |
| S.C. | 64,600 | 27,900 | 20,000 | 16,700 | 2.2 |
| S.D. | 35,900 | 15,500 | 8,400 | 12,000 | 5.0 |
| Tenn. | 176,900 | 76,600 | 51,000 | 49,300 | 4.0 |
| Texas | 435,100 | 197,500 | 114,800 | 122,800 | 3.3 |
| Utah | 81,100 | 22,600 | 23,000 | 35,500 | 6.1 |
| Vermont | 18,600 | 10,700 | 3,200 | 4,700 | 3.7 |
| Virginia | 134,500 | 69,400 | 31,700 | 33,400 | 2.6 |
| Wash. | 197,400 | 73,200 | 66,900 | 57,300 | 5.2 |
| West Va. | 75,200 | 25,500 | 22,600 | 27,100 | 4.0 |
| Wisc. | 174,900 | 102,200 | 29,700 | 43,000 | 3.7 |
| Wyoming | 26,300 | 6,900 | 8,600 | 10,800 | 6.0 |
| U.S. Totals | 7,035,500 | 3,371,200 | 1,821,200 | 1,843,100 | 3.2 |

*See page 6 for model type definitions.

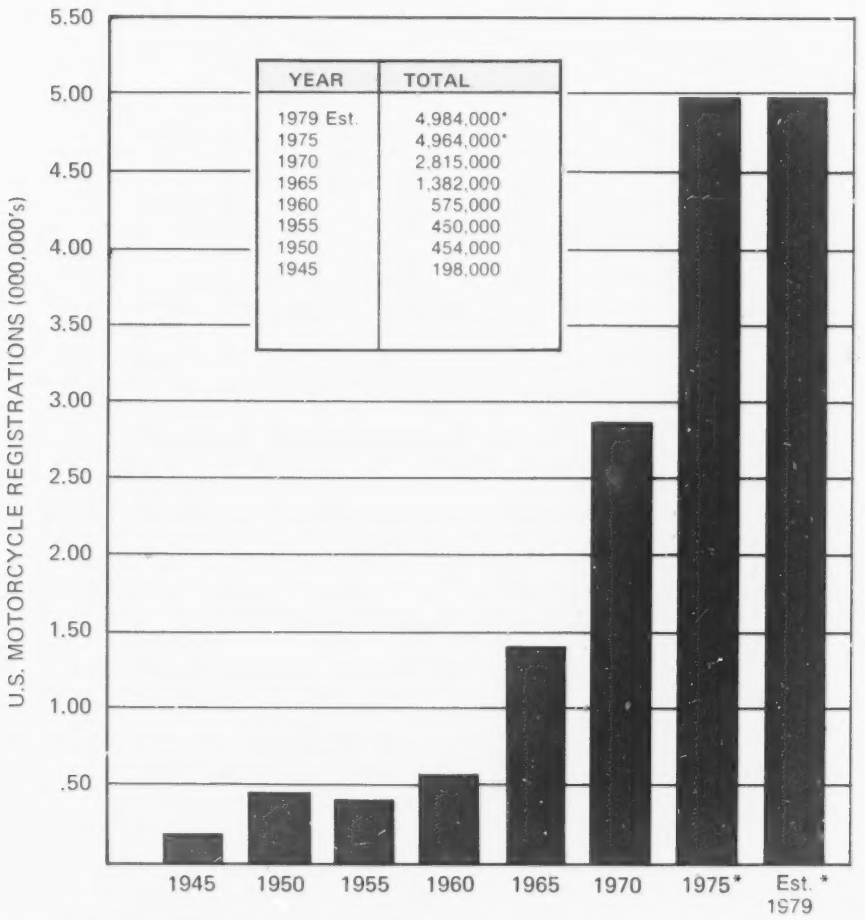
Source: 1979 Estimated Motorcycle Population and Usage. Motorcycle Industry Council, Inc., Newport Beach, CA
1979 Survey of Buying Power Forecaster's Handbook. Sales & Marketing Management, New York, New York, 1979

# TOTAL MOTORCYCLE REGISTRATIONS By YEAR

Of the 7.0 million motorcycles in use in the United States, an estimated 5.0 million, or 71%, were registered for use on public roads in 1979. In order to be registered for use on public roads, motorcycles must be in compliance with the Federal Motor Vehicle Safety Standards and the state motorcycle equipment requirements. The equipment requirements for street registered motorcycles are summarized on page 39.

The motorcycle industry has experienced phenomenal growth in the last twenty years. Since 1955 motorcycle registrations have increased tenfold, while automobile registrations have only doubled.

**U.S. TOTAL MOTORCYCLE REGISTRATIONS**
**1945-1979**




| YEAR | TOTAL |
|---|---|
| 1979 Est. | 4,984,000* |
| 1975 | 4,964,000* |
| 1970 | 2,815,000 |
| 1965 | 1,382,000 |
| 1960 | 575,000 |
| 1955 | 450,000 |
| 1950 | 454,000 |
| 1945 | 198,000 |

*Total U.S. and several state registration figures for recent years may be inflated due to the implementation of staggered registration renewal systems and off-highway vehicle registration reporting systems, and the reporting of dual registration and titling transactions. No accurate revisions are available at this time.

Source: U.S. Department of Transportation, Federal Highway Administration.

# TOTAL MOTORCYCLE REGISTRATIONS By STATE

In 1979 motorcycle registrations accounted for 3.1% of all motor vehicles registered for use on public roads in the United States.

Regionally, the greatest number of motorcycle registrations occurred in the Midwest, where 80% of the motorcycle population was registered for use on public roads. The South, which was estimated to have the greatest number of motorcycles in use regionally, had the lowest percentage (57%) of motorcycles registered for street use.

The five leading states, California, Illinois, Michigan, Ohio, and Texas, accounted for one third of the estimated 5.0 million motorcycles registered in 1979.

## U.S. TOTAL MOTORCYCLE REGISTRATIONS BY STATE 1970-1979

| State | 1970 | 1971 | 1972 | 1973 | 1974* | 1975* | 1976* | 1977* | 1978* | 1979 Est* |
|---|---|---|---|---|---|---|---|---|---|---|
| Alabama | 43,062 | 51,934 | 58,682 | 75,465 | 78,059 | 74,513 | 63,072 | 71,710 | 66,178 | 70,000 |
| Alaska | 8,535 | 9,639 | 10,843 | 11,306 | 11,760 | 12,639 | 13,292 | 13,290 | 12,249 | 11,000 |
| Arizona | 34,335 | 42,886 | 49,117 | 56,700 | 65,018 | 67,843 | 60,278 | 65,143 | 69,171 | 31,000 |
| Arkansas | 22,030 | 23,795 | 29,853 | 39,235 | 44,955 | 36,954 | 33,096 | 31,351 | 31,399 | 72,000 |
| California | 567,840 | 614,637 | 625,783 | 638,776 | 672,121 | 668,460 | 667,363 | 678,538 | 662,884 | 662,000 |
| Colorado | 44,744 | 57,007 | 68,818 | 81,740 | 92,725 | 95,315 | 95,787 | 105,819 | 118,753 | 124,000 |
| Conn. | 29,540 | 43,025 | 49,084 | 58,272 | 65,346 | 65,345 | 69,966 | 70,049 | 73,109 | 78,000 |
| Delaware | 4,861 | 5,970 | 5,144 | 6,053 | 7,451 | 7,647 | 7,153 | 8,137 | 8,565 | 9,000 |
| Florida | 98,688 | 122,020 | 133,489 | 151,959 | 187,540 | 164,982 | 180,998 | 93,337 | 152,935 | 153,000 |
| Georgia | 52,180 | 65,988 | 70,378 | 90,933 | 104,600 | 98,095 | 93,546 | 98,188 | 102,620 | 107,000 |
| Hawaii | 10,834 | 10,033 | 10,612 | 10,225 | 9,940 | 5,962 | 6,214 | 6,299 | 6,321 | 6,000 |
| Idaho | 26,876 | 32,027 | 35,941 | 43,295 | 46,237 | 44,428 | 43,134 | 44,650 | 46,715 | 50,000 |
| Illinois | 116,947 | 135,492 | 142,441 | 177,834 | 207,840 | 218,073 | 227,391 | 238,645 | 247,795 | 257,000 |
| Indiana | 71,205 | 88,920 | 92,674 | 102,284 | 145,033 | 142,427 | 140,741 | 153,154 | 154,330 | 155,000 |
| Iowa | 60,835 | 79,065 | 97,505 | 118,715 | 138,201 | 149,357 | 151,829 | 160,124 | 174,764 | 159,000 |
| Kansas | 53,847 | 74,525 | 88,894 | 99,399 | 92,354 | 90,329 | 86,789 | 85,190 | 84,832 | 84,000 |
| Kentucky | 26,334 | 29,597 | 36,721 | 49,353 | 58,034 | 61,027 | 59,351 | 61,405 | 60,989 | 62,000 |
| Louisiana | 30,190 | 34,035 | 37,083 | 44,686 | 59,722 | 53,541 | 57,832 | 68,966 | 72,420 | 76,000 |
| Maine | 9,973 | 12,683 | 16,146 | 20,441 | 25,832 | 27,095 | 27,584 | 32,797 | 35,356 | 40,000 |
| Maryland | 27,060 | 34,755 | 39,154 | 47,274 | 65,077 | 64,707 | 66,298 | 69,191 | 68,325 | 74,000 |
| Mass. | 44,918 | 52,707 | 55,887 | 68,690 | 82,881 | 81,249 | 72,614 | 86,240 | 83,854 | 85,000 |
| Michigan | 160,387 | 193,984 | 225,591 | 268,754 | 299,834 | 291,722 | 267,306 | 261,090 | 242,400 | 256,000 |
| Minn. | 72,447 | 89,226 | 103,764 | 121,490 | 139,304 | 137,995 | 151,270 | 149,008 | 137,220 | 138,000 |
| Miss. | 16,662 | 20,351 | 25,487 | 31,824 | 34,618 | 30,911 | 28,413 | 27,986 | 28,989 | 30,000 |
| Missouri | 50,234 | 67,755 | 80,736 | 95,314 | 108,869 | 101,968 | 96,201 | 95,099 | 87,053 | 86,000 |
| Montana | 24,765 | 29,958 | 34,678 | 36,856 | 39,692 | 39,225 | 38,580 | 46,784 | 54,051 | 61,000 |
| Nebraska | 32,853 | 38,480 | 40,149 | 42,834 | 49,209 | 50,130 | 52,383 | 50,446 | 49,960 | 51,000 |
| Nevada | 18,480 | 19,306 | 16,095 | 15,674 | 17,147 | 17,750 | 18,260 | 19,961 | 20 667 | 22,000 |
| N.H. | 9,537 | 12,673 | 15,672 | 21,468 | 27,145 | 27,121 | 25,957 | 27,852 | 41,370 | 47,000 |
| New Jersey | 47,637 | 57,352 | 65,228 | 70,605 | 84,621 | 83,531 | 86,753 | 91,087 | 89,741 | 90,000 |
| New Mexico | 21,839 | 27,437 | 29,787 | 31,217 | 33,622 | 35,263 | 37,699 | 38,885 | 42,691 | 46,000 |
| New York | 86,306 | 77,742 | 80,405 | 89,624 | 107,598 | 112,885 | 120,695 | 132,376 | 144,438 | 156,000 |
| N.C. | 47,841 | 60,368 | 76,171 | 95,917 | 117,515 | 111,551 | 105,633 | 104,216 | 97,256 | 95,000 |
| N.D. | 11,327 | 13,318 | 15,782 | 18,780 | 22,429 | 24,782 | 24,627 | 26,063 | 27,075 | 28,000 |
| Ohio | 129,230 | 152,088 | 179,835 | 225,610 | 238,087 | 232,390 | 254,482 | 253,686 | 239,490 | 236,000 |
| Oklahoma | 56,249 | 71,171 | 84,674 | 94,304 | 104,221 | 107,671 | 109,621 | 110,035 | 114,108 | 119,000 |
| Oregon | 59,035 | 69,769 | 73,566 | 95,563 | 71,817 | 73,268 | 83,821 | 84,822 | 74,276 | 75,000 |
| Penn. | 115,356 | 147,395 | 176,130 | 223,156 | 281,157 | 339,437 | 361,918 | 183,539 | 183,045 | 185,000 |
| R.I. | 10,903 | 13,231 | 15,190 | 17,939 | 20,085 | 20,152 | 19,919 | 24,892 | 24,333 | 26,000 |
| S.C. | 17,303 | 19,053 | 26,079 | 39,888 | 56,706 | 40,926 | 45,801 | 41,293 | 35,411 | 35,000 |
| S.D. | 11,995 | 13,897 | 16,624 | 19,758 | 23,019 | 24,041 | 25,127 | 26,636 | 27,667 | 27,000 |
| Tenn. | 45,450 | 57,698 | 70,283 | 79,148 | 98,178 | 95,723 | 85,763 | 86,653 | 82,888 | 81,000 |
| Texas | 144,624 | 186,183 | 218,195 | 242,966 | 279,475 | 273,863 | 270,089 | 285,735 | 218,966 | 218,000 |
| Utah | 29,172 | 37,782 | 45,700 | 46,974 | 52,065 | 51,068 | 50,357 | 53,168 | 52,507 | 56,000 |
| Vermont | 7,259 | 8,991 | 9,209 | 10,332 | 13,435 | 13,859 | 14,681 | 16,862 | 18,205 | 20,000 |
| Virginia | 32,566 | 40,984 | 52,729 | 70,362 | 89,978 | 91,151 | 72,302 | 75,688 | 72,175 | 73,000 |
| Washington | 62,284 | 74,703 | 81,315 | 91,849 | 110,162 | 110,211 | 111,825 | 115,441 | 106,978 | 110,000 |
| West Va. | 39,191 | 46,984 | 49,972 | 56,183 | 60,201 | 60,404 | 54,062 | 56,429 | 47,130 | 48,000 |
| Wisconsin | 54,415 | 60,122 | 70,277 | 83,631 | 104,898 | 115,571 | 125,161 | 133,173 | 143,661 | 152,000 |
| Wyoming | 10,550 | 12,478 | 13,887 | 15,029 | 16,245 | 15,732 | 17,288 | 16,051 | 17,867 | 19,000 |
| D.C. | 4,067 | 3,960 | 4,112 | 4,586 | 4,341 | 3,781 | 3,922 | 3,971 | 3,525 | 4,000 |
| TOTAL | 2,814,798 | 3,345,179 | 3,754,631 | 4,350,270 | 4,966,399* | 4,964,070* | 4,984,164* | 4,881,150* | 4,858,707* | 4,984,000* |

*Total U.S. and several state registrations figures for recent years may be inflated due to the implementation of staggered registration renewal systems and off-highway vehicle registration reporting systems, and the reporting of dual registration and titling transactions. No accurate revisions are available at this time.

Source: U.S. Department of Transportation, Federal Highway Administration

# ECONOMIC VALUE OF THE MOTORCYCLE RETAIL MARKETPLACE By STATE

In 1979 the motorcycle industry generated an estimated $7.6 billion in consumer sales and services and state taxes and licensing, of which $1.75 billion, or 23% is attributed to retail sales of new motorcycles.

In addition to this $7.6 billion generated by the retail marketplace, major contributions to the economic value of the industry in personnel, salaries, product advertising, corporate and personal income taxes, etc., are made by the manufacturers and distributors of new motorcycles, parts and accessories, and the trades allied to the industry.

## 1979 ESTIMATED ANNUAL ECONOMIC VALUE OF THE MOTORCYCLE RETAIL MARKETPLACE BY STATE

| State | 1979 Estimated Annual* Economic Value of the Retail Marketplace | 1979 Estimated Retail Sales of New Motorcycles | | State | 1979 Estimated Annual* Economic Value of the Retail Marketplace | 1979 Estimated Retail Sales of New Motorcycles | |
|---|---|---|---|---|---|---|---|
| | $000's | Units | $000's | | $000's | Units | $000's |
| Alabama | $ 107,800 | 18,400 | $ 24,800 | Montana | $ 47,800 | 7,400 | $ 11,000 |
| Alaska | 18,700 | 3,500 | 4,300 | Nebraska | 89,100 | 12,600 | 20,500 |
| Arizona | 111,300 | 16,200 | 25,600 | Nevada | 44,800 | 6,200 | 10,300 |
| Arkansas | 71,700 | 12,200 | 16,500 | New Hamp. | 44,800 | 5,600 | 10,300 |
| California | 1,073,900 | 151,400 | 247,000 | New Jersey | 158,300 | 19,800 | 36,400 |
| Colorado | 156,500 | 19,700 | 36,000 | New Mexico | 61,300 | 8,700 | 14,100 |
| Conn. | 97,800 | 12,600 | 22,500 | New York | 347,400 | 44,600 | 79,900 |
| Delaware | 15,700 | 2,200 | 3,600 | N. Carolina | 125,700 | 19,400 | 28,900 |
| Dist. of Col. | 3,500 | 200 | 800 | N. Dakota | 35,700 | 5,300 | 8,200 |
| Florida | 316,500 | 44,300 | 72,800 | Ohio | 300,900 | 39,100 | 69,200 |
| Georgia | 164,800 | 27,000 | 37,900 | Oklahoma | 157,000 | 23,600 | 36,100 |
| Hawaii | Not Avail. | Not Avail. | Not Avail. | Oregon | 119,100 | 18,000 | 27,400 |
| Idaho | 64,400 | 10,200 | 14,800 | Pennsylvania | 272,600 | 37,000 | 62,700 |
| Illinois | 337,400 | 41,900 | 77,600 | Rhode Island | 23,900 | 3,300 | 5,500 |
| Indiana | 215,200 | 29,100 | 49,500 | S. Carolina | 47,400 | 8,900 | 10,900 |
| Iowa | 202,600 | 37,700 | 46,600 | S. Dakota | 40,000 | 5,900 | 9,200 |
| Kansas | 100,400 | 15,000 | 23,100 | Tennessee | 134,800 | 23,300 | 31,000 |
| Kentucky | 75,200 | 12,700 | 17,300 | Texas | 542,600 | 75,800 | 124,800 |
| Louisiana | 169,600 | 30,000 | 39,000 | Utah | 100,000 | 14,900 | 23,000 |
| Maine | 40,900 | 6,200 | 9,400 | Vermont | 23,000 | 2,900 | 5,300 |
| Maryland | 106,100 | 13,800 | 24,400 | Virginia | 118,700 | 16,700 | 27,300 |
| Massachusetts | 121,700 | 14,600 | 28,000 | Washington | 227,400 | 31,500 | 52,300 |
| Michigan | 272,200 | 35,800 | 62,600 | West Virginia | 60,400 | 9,800 | 13,900 |
| Minnesota | 190,000 | 24,200 | 43,700 | Wisconsin | 217,800 | 27,800 | 50,100 |
| Mississippi | 66,500 | 12,700 | 15,300 | Wyoming | 28,300 | 4,300 | 6,500 |
| Missouri | 147,800 | 21,000 | 34,000 | U.S. Total | $7,617,000 | 1,085,000 | $1,751,900 |

*The estimated annual economic value of the retail marketplace includes retail sales of motorcycles (new and used) and parts and accessories, dealer servicing, product advertising, vehicle financing charges, insurance premiums, dealer personnel salaries, state sales and dealer personal income taxes, and vehicle registrations fees. Revenues from industry publications, corporate income taxes, personal income tax from non-dealer salaries, motorcycle and aftermarket manufacturer and distributor personnel salaries and advertising, and special events attendance are not included.

Source: "1979 Estimated Retail Sales of New Motorcycles" for each state was derived by the Motorcycle Industry Council from the MIC Manufacturers Shipment Reporting System by adjusting wholesales units and their estimated retail dollar value to include sales by nonparticipating manufacturers. "1979 Estimated Annual Economic Value of the Motorcycle Retail Marketplace" was derived by the Motorcycle Industry Council for each state by using as a determinant the percent of the annual motorcycle industry economic value represented by the estimated retail sales dollars for new motorcycles in a sample of states.

# NEW MOTORCYCLE SALES SUMMARY: IMPORTS, WHOLESALE AND RETAIL SALES, AND INVENTORIES

In 1979, 890,000 motorcycles were imported, primarily from Japan, and an estimated 120,000 units were manufactured domestically. 1979 estimated wholesale sales to dealers of new motorcycles were 1,090,000 units and estimated retail sales were 1,085,000 units. 1979 was the biggest year in sales of new motorcycles since 1974.

U.S. manufacturer and distributor warehouse inventories of new motorcycles are estimated to be about 285,000 units, and new motorcycle unit inventories for the nation's 7,300 franchised dealers are estimated to be about 315,000 units.

## NEW MOTORCYCLE UNIT SALES SUMMARY, 1969-1979
## IMPORTS, U.S. PRODUCTION, WHOLESALE AND RETAIL SALES, AND INVENTORIES



| Year | U.S. Motorcycle Imports[1] | Est. U.S.[2] Production | Total U.S. Production & Imports | Est. Whole-[3] sale Units | Est. U.S. Manufacturer/ Distributor Inventory | Est.[4] Retail Units | Est. Dealer Inventory |
|---|---|---|---|---|---|---|---|
| | (000's) | (000's) | (000's) | (000's) | (000's) | (000's) | (000's) |
| bef. 1969 | N/A | N/A | N/A | N/A | N/A | N/A | 75** |
| 1969 | 640 | 40 | 680 | 660 | 20 | 670 | 65 |
| 1970 | 1,090 | 35 | 1,125 | 1,040 | 105 | 1,010 | 95 |
| 1971 | 1,540 | 25 | 1,565 | 1,340 | 330 | 1,240 | 195 |
| 1972 | 1,690 | 35 | 1,725 | 1,400 | 655 | 1,360 | 235 |
| 1973 | 1,210 | 45 | 1,255 | 1,580 | 330 | 1,520 | 295 |
| 1974 | 1,540* | 40 | 1,580 | 1,200 | 710 | 1,200 | 295 |
| 1975 | 950* | 40 | 990 | 910 | 790 | 940 | 265 |
| 1976 | 660* | 80 | 740 | 1,050 | 480 | 1,050 | 265 |
| 1977 | 860* | 110 | 970 | 1,100 | 350 | 1,080 | 285 |
| 1978 | 935* | 80 | 1,015 | 1,000 | 365 | 975 | 310 |
| 1979 | 890* | 120 | 1,010 | 1,090 | 285 | 1,085 | 315 |

* Excludes estimated imports of mopeds (motorized bicycles) as follows:
1974 — 13,000 ; 1975 — 32,000; 1976 — 78,000; 1977 — 190,000; 1978 — 350,000; 1979 — 130,000.

** 1969 Estimated dealer inventory based on 3,000 estimated dealerships with a 25 unit inventory each.

[1]Source: U.S. Motorcycle Imports, Werner C. Single, Foreign Trade Services, W. New York, New Jersey.

[2]Source: MIC estimate derived by adjusting new motorcycle registrations for U.S. brands (R.L. Polk & Co., Detroit, Michigan) and information offered by Kawasaki Motors Corporation, Santa Ana, California.

[3]Source: Total industry wholesale sales to dealers were estimated by MIC from wholesale sales by major brands (MIC Manufacturers Shipment Reporting System, 1972-1979; and MIC Distributor Industry Profile, 1969-1971), adjusted to include sales by other brands according to the estimated market share represented by the major brands based on new motorcycle registrations (R.L. Polk & Co., Detroit, Michigan).

[4]Source: Total industry retail sales were estimated by MIC from new motorcycle registrations (R.L. Polk & Co., Detroit, Michigan), adjusted for the unregistered portion according to the % of registrations among wholesale sales by major brands (MIC Manufacturers Shipment Reporting System and MIC Distributor Industry Profile).

# U.S. MOTORCYCLE IMPORTS By YEAR, COUNTRY ENGINE DISPLACEMENT

In 1979, 887,000 motorcycles with a dutiable value of $870 million were imported into the United States. Of these units imported, 95.7% were from Japan, 3.8% from European countries, and .5% from other countries. In addition to these motorcycles, 130,000 mopeds or motorized bicycles were imported in 1979, primarily from European countries.

The imports with relatively small engines, less than 191 cc displacement, represented 44% of the total units imported, but only 20% of the total dutiable dollar volume. Motorcycle imports with relatively large engines, over 290 cc displacement, represented another 48% of the units imported and 73% of the total dutiable dollar volume in 1979.

## U.S. MOTORCYCLE IMPORTS BY COUNTRY 1973-1979

| | 1973 | 1974 | 1975 | 1976 | 1977 | 1978 | 1979 |
|---|---|---|---|---|---|---|---|
| Japan | | | | | | | |
| Units | 1,020,134 | 1,381,065 | 864,960 | 598,329 | 796,406 | 882,038 | 848,959 |
| $ Value | $480,255,228 | $814,382,304 | $614,862,790 | $414,512,944 | $532,843,349 | $741,232,155 | $825,909,951 |
| European Countries | | | | | | | |
| Units | 129,083 | 103,108* | 65,535* | 54,683* | 58,612* | 50,623* | 33,824* |
| $ Value | $ 81,123,228 | $ 76,722,402 | $ 72,961,120 | $ 49,516,290 | $ 51,881,312 | $ 54,297,847 | $ 40,121,247 |
| All Others | | | | | | | |
| Units | 56,749 | 58,963* | 17,757* | 6,262* | 4,826* | 2,825* | 3,969* |
| $ Value | $ 9,097,090 | $ 20,095,259 | $ 23,336,866 | $ 2,039,747 | $ 3,189,543 | $ 1,737,985 | $ 4,258,497 |
| Total | | | | | | | |
| Units | 1,205,966 | 1,543,136* | 948,252* | 659,274* | 859,844* | 935,486* | 886,752* |
| $ Value | $570,475,546 | $911,199,965 | $711,160,776 | $466,068,981 | $587,914,204 | $797,267,987 | $870,289,695 |

Dollar Value = dutiable value for customs purposes.

## U.S. MOTORCYCLE IMPORTS BY ENGINE DISPLACEMENT 1973-1979

| | 1973 | 1974 | 1975 | 1976 | 1977 | 1978 | 1979 |
|---|---|---|---|---|---|---|---|
| 90cc & Under | | | | | | | |
| Units | 276,581 | 292,498* | 98,381* | 101,280* | 204,051* | 215,686* | 215,915* |
| $ Value | $ 56,071,878 | $ 81,309,943 | $ 28,084,633 | $ 24,335,375 | $ 49,161,419 | $ 61,334,772 | $ 68,989,438 |
| 91-190cc | | | | | | | |
| Units | 347,873 | 479,968 | 268,106 | 156,958 | 205,307 | 194,574 | 174,985 |
| $ Value | $122,353,882 | $285,740,172 | $121,397,730 | $ 69,944 | $ 92,889,252 | $101,809,976 | $104,594,278 |
| 191-290cc | | | | | | | |
| Units | 157,416 | 201,369 | 137,096 | 46,342 | 63,744 | 88,825 | 64,129 |
| $ Value | $ 87,825,754 | $123,436,218 | $ 92,946,175 | $ 31,672,047 | $ 42,849,851 | $ 74,074,397 | $ 58,187,405 |
| Over 290cc | | | | | | | |
| Units | 393,320 | 551,236 | 439,853 | 319,092 | 364,429 | 417,600 | 420,845 |
| $ Value | $292,922,652 | $495,130,731 | $465,569,189 | $314,135,790 | $388,864,396 | $554,167,690 | $633,943,432 |
| Unspecified | | | | | | | |
| Units | 30,776 | 18,065 | 4,816 | 35,602 | 22,313 | 18,801 | 10,878 |
| $ Value | $ 11,301,380 | $ 5,592,901 | $ 3,193,049 | $ 25,981,568 | $ 14,149,286 | $ 5,881,152 | $ 4,575,142 |
| Total | | | | | | | |
| Units | 1,205,966 | 1,543,136* | 948,252* | 659,274* | 859,844* | 935,486* | 886,752* |
| $ Value | $570,475,546 | $911,199,965 | $711,160,776 | $466,068,981 | $587,914,204 | $797,267,987 | $870,289,695 |

Dollar Value = dutiable value for customs purposes.

*Excludes estimated imports of mopeds (motorized bicycles) as follows:
1974—12,674 units, $ 2,364,460
1975 33,136 units, $ 6,384,238
1976—78,920 units, $16,909,569
1977—192,677 units, $45,494,126
1978—350,027 units, $90,470,166
1979—129,663 units, $36,775,715

Source: U.S. Dept. of Commerce, Domestic and International Business Administration
U.S. Motorcycle Imports, Werner C. Single, Foreign Trade Services, W. New York, New Jersey

# NEW MOTORCYCLE WHOLESALE SALES By MAJOR BRANDS

In 1979 estimated wholesale sales of new motorcycles to dealers by the five leading brands (Harley-Davidson, Honda, Kawasaki, Suzuki, and Yamaha) in the United States were 1.05 million units valued at a wholesale dollar volume of $1.35 billion and an estimated retail dollar volume of $1.69 billion.

Of the total units wholesaled in 1979, over one half (55.8%) were on-highway motorcycles, 30.6% were off-highway motorcycles, and the remaining 13.6% were dual purpose motorcycles. About two thirds (65.9%) of the new motorcycles shipped to dealers in 1979 had four cycle engines, and about one half (52.9%) had an engine displacement less than 350 cubic centimeters. The five leading states in wholesale units sales, California, Texas, New York, Florida, and Illinois, accounted for one third of the total U.S. wholesale sales in 1979.

## NEW MOTORCYCLE WHOLESALE SALES BY MAJOR BRANDS, 1975-79

| | | | | Units | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | Model Type | | | Engine Type | | Displacement Size (cc) | | | | |
| | Wholesale $ Volume | Est. Retail $ Volume | Total Units | On-Highway | Off-Highway | Dual Purpose | Two Stroke | Four Stroke | Under 125 cc | 125-349 cc | 350-449 cc | 450-749 cc | 750 cc- & Up |
| | ($ 000's) | ($ 000's) | | | | | | | | | | | |
| 1975 (% of Total Units) | $821,389 | $1,068,801 | 830,791 (100.0%) | 398,654 (48.0%) | 218,904 (26.3%) | 213,233 (25.7%) | 378,631 (45.6%) | 452,160 (54.4%) | 206,906 (24.9%) | 227,133 (27.3%) | 142,283 (17.1%) | 97,568 (11.8%) | 156,901 (18.9%) |
| 1976 (% of Total Units) | $945,142 | $1,219,157 | 986,415 (100.0%) | 460,477 (46.7%) | 244,821 (24.8%) | 281,117 (28.5%) | 455,093 (46.1%) | 531,322 (53.9%) | 258,908 (26.2%) | 277,259 (28.2%) | 185,430 (18.8%) | 104,510 (10.6%) | 160,308 (16.2%) |
| 1977 (% of Total Units) | $1,069,496 | $1,362,988 | 1,032,034 (100.0%) | 541,733 (52.5%) | 276,661 (26.8%) | 213,640 (20.7%) | 412,495 (40.0%) | 619,539 (60.0%) | 287,635 (28.0%) | 245,674 (23.7%) | 152,881 (14.8%) | 133,398 (12.9%) | 212,446 (20.6%) |
| 1978 (% of Total Units) | $1,115,812 | $1,415,020* | 962,251 (100.0%) | 475,958 (49.5%) | 321,288 (33.4%) | 165,005 (17.1%) | 357,479 (37.2%) | 604,772 (62.8%) | 325,903 (33.9%) | 195,699 (20.3%) | 107,490 (11.1%) | 114,745 (12.0%) | 218,414 (22.7%) |
| 1979 (% of Total Units) | $1,348,945 | $1,689,895 | 1,046,577 (100.0%) | 584,316 (55.8%) | 320,590 (30.6%) | 141,671 (13.6%) | 356,360 (34.1%) | 690,217 (65.9%) | 361,410 (34.5%) | 192,348 (18.4%) | 129,047 (12.3%) | 151,620 (14.5%) | 212,152 (20.3%) |

*Revised

## NEW MOTORCYCLE WHOLESALE SALES BY MAJOR BRANDS IN TEN LEADING STATES, 1975-1979

| State | 1979 Rank | 1979 Units | 1978 Rank | 1978 Units | 1977 Rank | 1977 Units | 1976 Rank | 1976 Units | 1975 Rank | 1975 Units |
|---|---|---|---|---|---|---|---|---|---|---|
| California | 1 | 146,072 | 1 | 117,981 | 1 | 140,110 | 1 | 124,493 | 1 | 93,115 |
| Texas | 2 | 73,097 | 2 | 61,875 | 2 | 62,223 | 2 | 55,816 | 2 | 50,994 |
| New York | 3 | 43,053 | 5 | 39,431 | 5 | 42,732 | 7 | 39,618 | 7 | 33,538 |
| Florida | 4 | 42,757 | 9 | 31,073 | 8 | 37,530 | 10 | 28,823 | 9 | 26,041 |
| Illinois | 5 | 40,453 | 3 | 41,673 | 3 | 47,199 | 3 | 48,960 | 5 | 38,162 |
| Ohio | 6 | 37,712 | 4 | 41,250 | 4 | 45,771 | 4 | 44,454 | 3 | 42,223 |
| Iowa | 7 | 36,357 | 10 | 30,010 | | | | | | |
| Penn. | 8 | 35,703 | 6 | 34,737 | 7 | 38,025 | 6 | 40,126 | 6 | 37,008 |
| Michigan | 9 | 34,547 | 7 | 33,223 | 6 | 40,115 | 5 | 43,612 | 4 | 38,753 |
| Washington | 10 | 30,330 | | | 10 | 30,134 | 8 | 33,009 | | |
| Indiana | | | 8 | 31,224 | 9 | 33,106 | 9 | 30,121 | 8 | 26,375 |
| Wisconsin | | | | | | | | | 10 | 23,652 |
| | | | | | | | | | | |

Source: Manufacturers Shipment Reporting System, Annual Statistical Report, 1975-1979, Motorcycle Industry Council, Newport Beach, California. 1975 data includes wholesale shipments to dealers by Harley-Davidson, Honda, Kawasaki, Norton Triumph, Suzuki, and Yamaha. Shipments by Norton Triumph are not included in subsequent year data.

# NEW MOTORCYCLE REGISTRATIONS By STATE

In 1979 first-time registrations of new motorcycles for use on public roads in the United States were reported to be 861,185, or 79.4% (excluding Oklahoma) of the estimated 1,085,000 new motorcycle retail sales.

The five leading states, California, Texas, New York, Illinois and Pennsylvania reported over one third (35.4%) of the nation's new motorcycle registrations. A slightly greater portion of the estimated retail sales of new motorcycles tend to be registered in the mideastern and eastern states than in the western and southern states.

## NEW MOTORCYCLE REGISTRATIONS BY STATE, 1974-1979

| Total U.S. | 1974<br>1,024,084* | 1975<br>746,778 | 1976<br>783,100 | 1977<br>848,588 | 1978<br>764,097 | 1979<br>861,185 |
|---|---|---|---|---|---|---|
| **State** | | | | | | |
| Alabama | 14,383 | 10,947 | 13,615 | 18,325 | 14,400 | 16,630 |
| Alaska | 1,431 | 1,985 | 3,025 | 3,631 | 2,636 | 2,099 |
| Arizona | 14,719 | 7,887 | 8,729 | 10,202 | 9,134 | 10,074 |
| Arkansas | 9,950 | 6,145 | 6,190 | 533 | 3,200 | 5,622 |
| California | 94,473 | 70,142 | 83,626 | 106,106 | 110,072 | 115,978 |
| Colorado | 17,199 | 12,093 | 12,104 | 13,792 | 12,572 | 15,790 |
| Conn. | 9,357 | 7,426 | 8,623 | 9,026 | 8,500 | 11,493 |
| Delaware | 1,951 | 1,463 | 1,485 | 1,408 | 1,191 | 1,792 |
| D.C. | 860 | 515 | 661 | 763 | 519 | 703 |
| Florida | 50,213 | 29,772 | 27,770 | 30,890 | 26,994 | 33,129 |
| Georgia | 28,960 | 17,424 | 16,914 | 21,662 | 19,055 | 22,866 |
| Hawaii | 1,724 | 855 | 966 | 1,344 | 1,900 | 665 |
| Idaho | 9,646 | 7,477 | 8,898 | 9,937 | 8,623 | 9,213 |
| Illinois | 43,159 | 38,321 | 40,397 | 41,157 | 35,168 | 36,507 |
| Indiana | 31,050 | 21,957 | 21,705 | 24,560 | 21,267 | 21,306 |
| Iowa | 27,303 | 19,944 | 16,197 | 18,747 | 22,953 | 31,712 |
| Kansas | 14,165 | 11,116 | 11,575 | 11,594 | 10,231 | 13,984 |
| Kentucky | 14,215 | 11,184 | 9,596 | 10,697 | 8,137 | 6,490 |
| Louisiana | 17,058 | 14,109 | 15,809 | 19,749 | 18,487 | 20,251 |
| Maine | 3,717 | 3,475 | 4,941 | 5,243 | 5,244 | 5,455 |
| Maryland | 17,835 | 12,115 | 13,264 | 14,386 | 11,726 | 12,172 |
| Mass. | 15,671 | 10,772 | 10,400 | 12,231 | 9,815 | 11,836 |
| Michigan | 63,440 | 40,020 | 38,085 | 38,561 | 29,901 | 29,930 |
| Minn. | 23,837 | 18,343 | 19,972 | 21,039 | 18,385 | 20,001 |
| Miss. | 11,532 | 7,136 | 7,260 | 9,045 | 8,989 | 9,346 |
| Missouri | 25,882 | 18,078 | 17,310 | 16,239 | 13,336 | 16,435 |
| Montana | 7,466 | 6,209 | 5,993 | 7,028 | 5,541 | 4,870 |
| Nebraska | 9,673 | 8,155 | 8,637 | 8,413 | 7,037 | 8,505 |
| Nevada | 2,918 | 2,873 | 2,991 | 3,642 | 3,584 | 4,425 |
| N. H. | 5,624 | 4,007 | 4,842 | 5,668 | 4,152 | 5,958 |
| New Jersey | 22,364 | 15,921 | 19,253 | 20,012 | 17,195 | 19,617 |
| New Mexico | 5,021 | 4,767 | 6,591 | 7,881 | 7,529 | 8,001 |
| New York | 34,701 | 29,774 | 31,258 | 35,267 | 31,197 | 38,684 |
| N. C. | 26,453 | 13,916 | 13,076 | 11,752 | 8,370 | 7,828 |
| N. D. | 4,936 | 4,211 | 4,245 | 4,090 | 3,724 | 3,678 |
| Ohio | 48,928* | 43,442 | 39,836 | 38,783 | 32,329 | 32,966 |
| Oklahoma | N/A | N/A | N/A | N/A | N/A | N/A |
| Oregon | 20,631 | 15,258 | 17,058 | 18,802 | 16,329 | 16,621 |
| Penn. | 63,079 | 40,074 | 39,857 | 37,796 | 30,751 | 35,936 |
| R. I. | 3,589 | 2,252 | 2,542 | 3,166 | 2,440 | 2,883 |
| S. C. | 14,453 | 8,539 | 6,070 | 5,780 | 4,815 | 5,308 |
| S. D. | 4,991 | 4,041 | 4,532 | 3,481 | 4,216 | 4,966 |
| Tenn. | 20,773 | 13,883 | 12,813 | 12,894 | 11,609 | 11,252 |
| Texas | 61,341 | 49,880 | 57,106 | 68,035 | 61,603 | 78,067 |
| Utah | 9,121 | 8,488 | 9,993 | 10,711 | 9,691 | 11,745 |
| Vermont | 2,879 | 1,965 | 2,506 | 2,695 | 2,403 | 2,467 |
| Virginia | 19,953 | 12,040 | 10,974 | 9,770 | 9,840 | 10,740 |
| Washington | 31,509 | 25,189 | 31,465 | 32,544 | 28,708 | 32,756 |
| West Va. | 10,503 | 7,279 | 7,405 | 7,481 | 5,389 | 5,787 |
| Wisconsin | 25,677 | 21,038 | 22,190 | 18,708 | 19,918 | 23,367 |
| Wyoming | 3,771 | 2,876 | 2,840 | 3,322 | 3,292 | 3,279 |

***Adjusted to include an estimate for incomplete Ohio registrations.**

Source: New Motorcycle Registrations, R.L. Polk & Co., Detroit, Michigan, Oklahoma excluded. Permission for further use must be obtained from R.L. Polk & Co.

# NEW MOTORCYCLE REGISTRATIONS By LEADING BRANDS

The nation's five major brands accounted for 96.8% of the new motorcycles registered for use on public roads in 1979. Honda, the leading brand during the past two decades, ranked first in 1979 with 39.2% of the street registered market, followed by Yamaha with 23.1%, Kawasaki with 14.9%, and Suzuki with 13.3%. Harley-Davidson, the only major domestic manufacturer, ranked fifth in 1979 with 6.3% of the new motorcycle registrations. The market share for each of the remaining motorcycle brands distributed in the United States was reported to be less than 1% in 1979.

## NEW MOTORCYCLE REGISTRATIONS 10 LEADING BRANDS BY MARKET SHARE, 1974-1979

| Make | 1979 | | 1978 | | 1977 | | 1976 | | 1975 | | 1974 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Rank | Mrkt. Share | Rank | Mrkt. Share | Rank | Share | Rank | Mrkt. Share | Rank | Mrkt. Share | Rank | Mrkt. Share |
| Honda | 1 | 39.2% | 1 | 35.9% | 1 | 40.5% | 1 | 37.9% | 1 | 40.2% | 1 | 43.0% |
| Yamaha | 2 | 23.1% | 2 | 25.9% | 2 | 21.2% | 2 | 20.4% | 3 | 16.2% | 2 | 20.3% |
| Kawasaki | 3 | 14.9% | 3 | 15.0% | 3 | 16.8% | 3 | 17.1% | 2 | 17.2% | 3 | 12.8% |
| Suzuki | 4 | 13.3% | 4 | 13.3% | 4 | 11.2% | 4 | 11.4% | 4 | 12.8% | 4 | 10.7% |
| Harley-Davidson | 5 | 6.3% | 5 | 6.3% | 5 | 6.1% | 5 | 6.8% | 5 | 6.9% | 5 | 5.7% |
| BMW | 6 | .7% | 7 | .6% | 6 | .9% | 6 | .9% | 6 | 1.0% | 6 | .9% |
| Triumph | 7 | .6% | 6 | .8% | 7 | .7% | 7 | .9% | 8 | .5% | 9 | .7% |
| Hodaka | 8 | .3% | 9 | .5% | 8 | .6% | 8 | .6% | — | — | 7 | .8% |
| Husqvarna | 9 | .3% | 8 | .5% | 10 | .3% | — | — | 10 | .5% | — | — |
| Moto Guzzi | 10 | .1% | — | — | — | — | — | — | — | — | — | — |
| Bultaco | — | — | 10 | .3% | 9 | .3% | — | — | 9 | .5% | 10 | .4% |
| Norton | — | — | — | — | — | — | 9 | .6% | 7 | .6% | 8 | .7% |
| Indian | — | — | — | — | — | — | 10 | .4% | — | — | — | — |

Source: New Motorcycle Registrations, R.L. Polk & Co., Detroit, Michigan, Oklahoma excluded. Permission for further use must be obtained from R.L. Polk & Co.

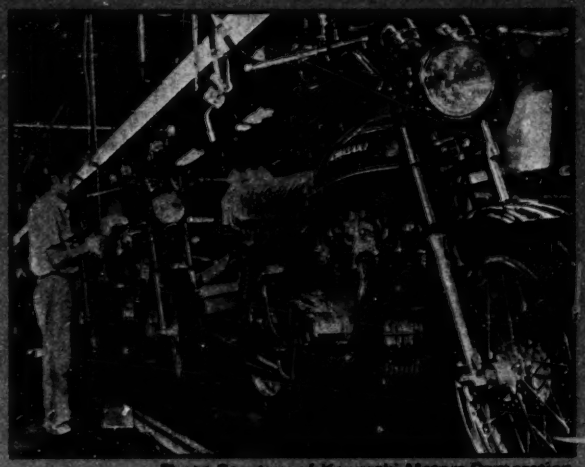


Photo Courtesy of Kawasaki Motors Corporation

# MANUFACTURERS & DISTRIBUTORS

# PROFILE OF MAJOR U.S. MOTORCYCLE MANUFACTURERS AND DISTRIBUTORS

In 1979 the five leading brands distributed in the United States, Harley-Davidson, Honda, Kawasaki, Suzuki, and Yamaha, accounted for roughly 97% of the nation's estimated 1,085,000 new motorcycle retail sales.

Four of the five major brands are manufactured in Japan and have been distributing motorcycles in the U.S. a relatively short time, about twenty years. Harley-Davidson, the fifth ranking brand, is the only major domestic manufacturer and has been manufacturing and distributing motorcycles in the U.S. for over seventy years. The five leading U.S. distributors also sell a wide range on non-motorcycle related products in the U.S., including automobiles, snowmobiles, mopeds, golf cars, go carts, power products, and sailboats.

## PROFILE OF MAJOR U.S. MOTORCYCLE MANUFACTURERS/DISTRIBUTORS



| Brand | U.S. Motorcycle Distributor | Motorcycle Manufacturer | Year of U.S. Incorporation | Other Products Sold in U.S. |
|---|---|---|---|---|
| Harley-Davidson | Harley-Davidson Motor Co., Inc.<br>3700 W. Juneau Avenue<br>Milwaukee, WI 53201<br>(414) 342-4680 | Same as distributor | 1907 | Motorcycle accessories, golf cars, golf car equipment. |
| Honda | American Honda Motor Company, Inc.<br>100 West Alondra Blvd.<br>Gardena, CA 90247<br>(213) 321-8680 | Honda Motor Co., Ltd.<br>No. 27-8, 6 Chome, Jingumae<br>Shibuya-Ku, Tokoyo, 150, Japan<br><br>Honda of America Mfg., Inc.<br>24000 U.S. Route 33, P.O. Box 420<br>Marysville, Ohio 43040 | 1959 | Automobiles, automobile accessories, motorcycle accessories, power products (generators, rototillers, outboards, lawn-mowers), all-terrain vehicles, and mopeds (motorized bicycles). |
| Kawasaki | Kawasaki Motors Corp., U.S.A.<br>2009 E. Edinger Avenue<br>Santa Ana, CA 92705<br>(714) 835-7000 | Kawasaki Heavy Industries<br>1-1 Chome, Kawasaki-CHO<br>P.O. Box 16<br>Akashi City, Japan<br><br>Kawasaki Motors Corp., U.S.A.<br>5600 N.W. 27th St.<br>Lincoln, Nebraska | 1967 | Snowmobiles, Jet Ski, accessories for motorcycles, snowmobiles and Jet Skis, small engines, generators. |
| Suzuki | U.S. Suzuki Motor Corp.<br>13767 Freeway Drive<br>Santa Fe Springs, CA 90670<br>(213) 921-4461<br>(714) 523-5321 | Suzuki Motor Co., Ltd.<br>Humamatsu-Nishi P.O. Box 1<br>432-91 Hamamatsu, Japan | 1963 | Motorcycle accessories. |
| Yamaha | Yamaha Motor Corp., U.S.A.<br>6555 Katella Ave.<br>Cypress, CA 90630<br>(714) 761-7300<br>(714) 761-7330 (Engineering Div.) | Yamaha Motor Co., Ltd.<br>2500 Shingai, Iwata-Shi<br>Shizuoka-Ken, Japan | 1960 | Snowmobiles, snowmobile and motorcycle accessories, go cart engines, go carts, golf carts, generators, mopeds (motorized bicycles), sailboats. |

Source: Information obtained by the Motorcycle Industry Council from the U.S. distributors above.

# OTHER U.S. MOTORCYCLE MANUFACTURERS/ DISTRIBUTORS

While the major brands accounted for roughly 96% of 1979 retail sales in the United States, the remaining 4% of new motorcycle sales are distributed among nearly forty brands.

About two thirds of the motorcycle sales from these forty brands are generated by BMW, Bultaco, Can-Am, Hodaka, Husqvarna, Moto Guzzi, Triumph, and Vespa. Although the U.S. motorcycle market share for most of the brands listed below is quite small, generally less than .5%, some of these brands are major contributors to foreign markets.

## OTHER 1980 U.S. MOTORCYCLE MANUFACTURERS/DISTRIBUTORS

| BRAND | PRIMARY U.S. MANUF./DIST. | COUNTRY OF MANUFACTURE |
|---|---|---|
| **Ammex** | Apache Limited<br>20872 Currier Road<br>Walnut, CA 91789<br>(714) 598-1985 | Mexico |
| **Arco** | Dialex<br>123 South Newman Street<br>Hackensack, NJ 07601<br>(201) 342-7600 | U.S. |
| **Bajaj** | Bajaj America<br>1237 Gadsden Street<br>Columbia, SC 29201<br>(803) 779-5361 | India |
| **BMW** | Butler & Smith - East<br>Walnut St. & Hudson Ave.<br>Norwood, NJ 07648<br>(201) 767-1223<br><br>Butler & Smith - West<br>135 E. Stanley Street<br>Compton, CA 90220<br>(213) 638-8508 | West Germany |
| **Benelli** | Cosmopolitan Motors<br>Jacksonville Rd. &<br>Meadowbrook Ave.<br>Hatboro, PA 19040<br>(215) 672-9100 | Italy |
| **Bultaco** | Bultaco International Ltd.<br>P.O. Box 2237<br>Virginia Beach, VA 23452<br>(804) 463-2751 | Spain |
| **Can-Am** | Bombardier Corporation<br>Can-Am Division<br>4505 W. Superior<br>Duluth, MN 55806<br>(218) 628-2886 | Canada |
| **Carabela** | Cycle-Kart Racers, Inc.<br>4131 S. Sheridan Road<br>Tulsa, OK 74145<br>(918) 663-4080 | Mexico |
| **Casal** | Casal Motors, U.S.A.<br>6020 Eastern Avenue<br>Baltimore, MD 21224<br>(301) 633-4620 | Portugal |
| **CCM** | CCM Imports America<br>Route 1<br>Huntley, IL 60142<br>(815) 923-2155 | England |
| **Ducati** | Berliner Motor Corp.<br>Railroad St. & Plant<br>Hasbrouck Heights, NJ 07604<br>(201) 288-9696 | Italy |
| **Gemini** | Bulldog Manufacturers<br>Rt. 2 Box 6449<br>Ozark, MO 65721<br>(417) 485-6170 | Taiwan |
| **Heald** | Heald, Inc.<br>P.O. Box 1148<br>Benton Harbor, MI 49022<br>(616) 849-3400 | U.S. |
| **Hercules** | Highpoint Leisure<br>3709 W. Erie Avenue<br>Lorain, OH 44053<br>(216) 244-4101 | West Germany |
| **Husqvarna** | Husqvarna Motorcycle Co., Inc.<br>4925 Mercury Street<br>San Diego, CA 92111<br>(714) 675-1414<br><br>Husqvarna at Columbus<br>2400 Marilyn Park Lane<br>Columbus, OH 43219<br>(614) 476-0766 | Sweden |
| **Indian** | Seneca Motorcycle Corp.<br>1074 E. Jericho Turnpike<br>Huntington, NY 11743<br>(516) 271-1900 | Taiwan |
| **Italjet** | Italjet U.S.A.<br>13148 Saticoy Street<br>N. Hollywood, CA 91605<br>(213) 982-2000 | Italy |
| **Jawa/CZ** | American Jawa Ltd.<br>185 Express Street<br>Plainview, L.I., NY 11803<br>(516) 938-3210<br><br>South Bay Motorcycles<br>2003 Artesia Blvd.<br>Redondo Beach, CA 90278<br>(213) 379-3344 | Czecho-slovakia |

| BRAND | PRIMARY U.S. MANUF./DIST. | COUNTRY OF MANUFACTURE |
|---|---|---|
| **KTM** | KTM America<br>1906 Broadway<br>Lorain, OH 44052<br>(216) 244-2726 | Austria |
| **Lambretta** | Int'l Sportcycles, Inc.<br>4000 Kennedy Blvd.<br>Union City, NJ 07087<br>(201) 863-2500 | Spain |
| **Laverda** | Slater Brothers<br>1920 Lawndale Road<br>Kenwood, CA 95452<br>(707) 833-2622 | Italy |
| **Maico** | Maico Motorcycles, Inc.<br>1256 Progress Road<br>Wilroy Industrial Park<br>Suffolk, VA 23434<br>(804) 934-2305<br>(East Coast Distributor)<br><br>Maico West<br>110 East Santa Anita Ave.<br>Burbank, CA 91502<br>(213) 849-6066<br>(West Coast Distributor)<br><br>Maico Midwest<br>Route 1, Box 211<br>Antioch, IL 60002<br>(312) 395-2200<br>(Central Distributor) | West Germany |
| **Montesa** | Cosmopolitan Motors, Inc.<br>Jacksonville & Meadowbrook Rds.<br>Hatboro, PA 19040<br>(215) 672-9100 | Spain |
| **Moto Guzzi** | Berliner Motor Corporation<br>Railroad St. & Plant Rd.<br>Hasbrouck Heights, NJ 07604<br>(201) 288-9696 | Italy |
| **Moto Morini** | Herdan Corporation<br>Route 61<br>Port Clinton, PA 19549<br>(215) 562-3155<br><br>Slater Brothers<br>1920 Lawndale Road<br>Kenwood, CA 95452<br>(707) 833-2622 | Italy |
| **Ossa** | Ossa Sales Corporation<br>P.O. Box 36<br>Schenectady, NY 12301<br>(518) 372-4729 | Spain |
| **Puch** | Steyr Daimler Puch<br>of America Corporation<br>80 Fieldpoint Road<br>P.O. Box 7777<br>Greenwich, CT 06830<br>(203) 622-0350 | Austria |
| **Rickman** | Target Products<br>2724 West Main Street<br>Alhambra, CA 91801<br>(213) 284-3238 | England |
| **SWM** | Ossa Sales Corporation<br>P.O. Box 36<br>Schenectady, NY 12301<br>(518) 372-4729 | Italy |
| **Trail-Bronc** | Heald, Inc.<br>P.O. Box 1148<br>Benton Harbor, MI 49022<br>(616) 849-3400 | U.S. |
| **Tri-Rod** | Bletz Industries, Inc.<br>150 Distl Avenue<br>Mansfield, OH 44903<br>(419) 522-0665 | U.S. |
| **Triumph** | Triumph Motorcycles<br>America, Inc.<br>P.O. Box 1060<br>Placentia, CA 92670<br>(714) 996-8200 | England |
| **Vespa** | Vespa of America<br>355 Valley Drive<br>Brisbane, CA 94005<br>(415) 468-0400<br><br>Vespa of America Eastern<br>Regional Office<br>1450 Imperial Way<br>Thorofare, NJ 08086<br>(609) 853-1200 | Italy |

NOTE: This list includes only those companies manufacturing and/or distributing motorcycles in the U.S. as of July 11, 1980. Although this information was obtained from the most authoritative sources available (individual companies were contacted by the Motorcycle Industry Council), the Motorcycle Industry Council is not responsible for accuracy or completeness.

Photo Courtesy of Motorcycle Dealernews

# THE RETAIL MARKETPLACE

# MOTORCYCLE RETAIL OUTLETS By STATE

Of the estimated 9,778 retail outlets selling motorcycles and related products in the U.S. in 1979, 74.1% were franchised motorcycle dealers and 25.9% were motorcycle parts and accessories specialty stores.

In all states but Alaska retail motorcycle dealers have formed nonprofit associations to engage in government relations and other activities for the good of the motorcycle industry in their state. The MIC recognizes and supports these state associations with several informational exchange programs. The addresses of the state associations are listed on page 44 of this publication.

| | 1979 Franchised Motorcycle Dealers | 1979 Motorcycle Parts Accessories Specialty Store | 1979 Total |
|---|---|---|---|
| Total U.S. | 7,242 | 2,536 | 9,778 |
| **State** | | | |
| Alabama | 116 | 21 | 137 |
| Alaska | 30 | 7 | 37 |
| Arizona | 97 | 34 | 131 |
| Arkansas | 83 | 20 | 103 |
| California | 662 | 341 | 1,003 |
| Colorado | 146 | 35 | 181 |
| Connecticut | 82 | 30 | 112 |
| Delaware | 14 | 4 | 18 |
| D.C. | 2 | 0 | 2 |
| Florida | 280 | 141 | 421 |
| Georgia | 144 | 47 | 191 |
| Hawaii | 16 | 7 | 23 |
| Idaho | 71 | 21 | 92 |
| Illinois | 335 | 116 | 451 |
| Indiana | 229 | 82 | 311 |
| Iowa | 169 | 51 | 220 |
| Kansas | 120 | 34 | 154 |
| Kentucky | 113 | 39 | 152 |
| Louisiana | 126 | 43 | 169 |
| Maine | 51 | 19 | 70 |
| Maryland | 86 | 30 | 116 |
| Massachusetts | 130 | 32 | 162 |
| Michigan | 310 | 142 | 452 |
| Minnesota | 179 | 65 | 244 |
| Mississippi | 69 | 18 | 87 |
| Missouri | 159 | 60 | 219 |
| Montana | 84 | 28 | 112 |
| Nebraska | 89 | 27 | 116 |
| Nevada | 31 | 19 | 50 |
| New Hampshire | 52 | 24 | 76 |
| New Jersey | 151 | 59 | 210 |
| New Mexico | 60 | 33 | 93 |
| New York | 361 | 143 | 504 |
| North Carolina | 154 | 46 | 200 |
| North Dakota | 53 | 11 | 64 |
| Ohio | 382 | 136 | 518 |
| Oklahoma | 106 | 35 | 141 |
| Oregon | 111 | 59 | 170 |
| Pennsylvania | 411 | 114 | 525 |
| Rhode Island | 18 | 12 | 30 |
| South Carolina | 72 | 19 | 91 |
| South Dakota | 48 | 10 | 58 |
| Tennessee | 135 | 45 | 180 |
| Texas | 398 | 159 | 557 |
| Utah | 68 | 7 | 75 |
| Vermont | 33 | 1 | 34 |
| Virginia | 134 | 32 | 166 |
| Washington | 158 | 28 | 186 |
| West Virginia | 78 | 3 | 81 |
| Wisconcin | 194 | 38 | 232 |
| Wyoming | 42 | 9 | 51 |

Source: Motorcycle Dealernews, William/Lawrence Corp., Santa Ana, CA, 1979.

# MOTORCYCLE DEALER PROFILE AND ESTIMATED DOLLAR VOLUME

It is estimated that in 1979 retail sales by franchised motorcycle dealers equaled 5.3 billion dollars, of which 2.3 billion dollars were from new and used motorcycle sales. The remaining revenues generated by franchised motorcycle dealers are attributed to sales of motorcycle parts, accessories, servicing, and products not related to the motorcycle industry.

Total retail sales volumes vary greatly among motorcycle dealers. In 1979 24% of the dealers generated a retail sales volume less than $100,000, 45% generated between $100,000 and $300,000, and 31% generated $300,000 or more.

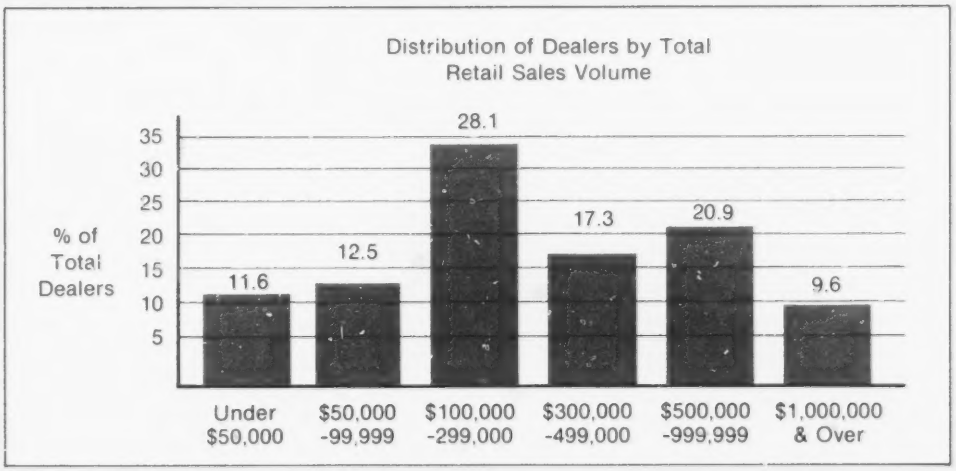
The typical motorcycle dealership has been in business 12 years, at the present location for 10 years, and is staffed by 6 full time employees. In addition to the retail sales estimated here for franchised dealers, significant accessory and service sales for motorcycles are generated by independent non-franchised stores and repair facilities.

## ESTIMATED 1979 U.S. RETAIL SALES BY FRANCHISED MOTORCYCLE DEALERS[1]

| | 1979 | 1978 Revised |
|---|---|---|
| New Motorcycle Sales | $1.75 billion | $1.43 billion |
| Used Motorcycle Sales | .51 billion | .39 billion |
| Accessory Sales | .99 billion | .62 billion |
| Service Sales | .81 billion | .65 billion |
| Parts Sales | .89 billion | .54 billion |
| Other | .30 billion | .23 billion |
| Total | $5.25 billion | $3.86 billion |

## 1979 MOTORCYCLE DEALER PROFILE[2]

| | |
|---|---|
| Median Years in Business | 12 years |
| Median Years at Present Location | 10 years |
| Median Number of Full Time Employees | 6 |




[1]Source: Motorcycle Industry Council estimate based on MIC Manufacturers Shipment Reporting System and findings from the 1979 Motorcycle Dealer Survey by Motorcycle Dealernews.

[2]Source: Motorcycle Dealernews. William/Lawrence Corp., Santa Ana, CA., 1979.

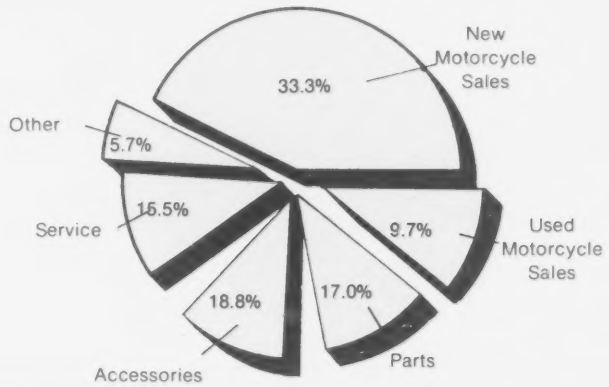
# DEALER DISTRIBUTION OF RETAIL SALES AND FLOORSPACE, TOP SELLING ACCESSORY & APPAREL ITEMS

Sales of new and used motorcycles accounted for 43% of the annual retail sales dollars generated by the typical motorcycle dealership in 1979. Another 36% of the annual dealer volume was divided between sales of accessories (19%) and parts (17%). Service related sales accounted for 15% of the dollar volume, and 6% was attributed to the sales of non-motorcycle products such as automobiles, gardening equipment, snowmobiles, etc.

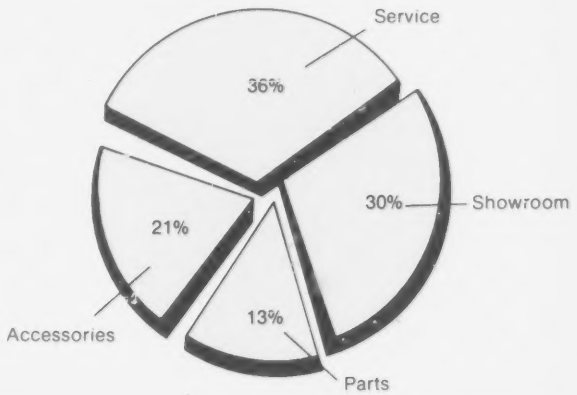
Just over one third (36%) of the typical dealer floorspace was allocated to servicing, almost another third (30%) was allocated to the showroom, and the remaining third (34%) was allocated to parts and accessories.

Helmets and tires continued to be the top selling accessory/apparel aftermarket items in 1979.

**1979 TYPICAL DISTRIBUTION OF RETAIL SALES AT MOTORCYCLE DEALERSHIPS**




**1979 TYPICAL DEALER ALLOCATION OF FLOORSPACE**




**1979 TOP SELLING ACCESSORY & APPAREL ITEMS**

| TOP 20 | |
|---|---|
| 1979 RANK | 1978 RANK |
| 1. TIRES | 1 |
| 2. HELMETS | 2 |
| 3. EXHAUST SYSTEMS | 6 |
| 4. LUGGAGE RACKS | 4 |
| 5. CHAIN | — |
| 6. EYE PROTECTORS | 8 |
| 7. FAIRINGS | 3 |
| 8. SEATS | 10 |
| 9. CHROME DRESSER ITEMS | 12 |
| 10. SAFETY BARS | 5 |
| 11. APPAREL | — |
| 12. SADDLEBAGS | 9 |
| 13. BOOTS | 14 |
| 14. AM/FM RADIOS | 19 |
| 15. CB RADIOS | 18 |
| 16. MAG WHEELS | 15 |
| 17. GAS TANKS | 17 |
| 18. FENDERS | 13 |
| 19. GAUGES | 16 |
| 20. WINDSHIELDS | — |

Source: Motorcycle Dealernews, William/Lawrence Corp., Santa Ana, CA, December 1979.

Photo Courtesy of Motorcyclist Magazine

Photo Courtesy of Kawasaki Motors Corporation

# MOTORCYCLE USAGE

# U.S. MOTORCYCLE USAGE ON-HIGHWAY AND OFF-HIGHWAY By STATE

Of the 7 million motorcycles in use in 1979, it is estimated that 5.0 million were registered for use on public roads and 4.4 million were used off public highways some of the time.

Of the 5.0 million motorcycles registered for use on public highways, 68% were on-highway motorcycles, and the remaining 32% were dual purpose motorcycles. It is assumed that off-highway motorcycles were not registered for use on public roads because they do not meet federal requirements for use on public roads.

Off-highway motorcycles represent 41% of the motorcycles used off-highway at some time. An additional 37% were dual purpose motorcycles, and as many as 22% were on-highway motorcycles used off-highway.



## MOTORCYCLES USED ON AND OFF-HIGHWAY IN 1979

| | U.S. Total | Model Type* | | |
|---|---|---|---|---|
| | | On-Highway | Off-Highway | Dual purpose |
| Total Motorcycles in Use | 7,035,500 (100%) | 3,371,200 (100%) | 1,821,200 (100%) | 1,843,100 (100%) |
| Motorcycles Registered for Use** on Public Highways (% of total in use) | 4,984,000 (71%) | 3,371,200 (100%) | 0 (0%) | 1,612,800 (88%) |
| Motorcycles Used Off-Highway at Some Time (% of total in use) | 4,420,700 (63%) | 977,600 (29%) | 1,821,200 (100%) | 1,621,900 (88%) |

*See page 6 for model type definitions.

## MOTORCYCLES USAGE BY STATE IN 1979

| State | Total Motorcycles In Use | Estimated** On-Highway Motorcycle Registrations | Motorcycles Used Off-Highway At Some Time |
|---|---|---|---|
| Alabama | 128,300 | 70,000 | 83,700 |
| Alaska | 29,200 | 11,000 | 21,200 |
| Arizona | 96,400 | 72,000 | 64,300 |
| Arkansas | 78,300 | 31,000 | 55,500 |
| California | 858,800 | 662,000 | 553,600 |
| Colorado | 117,500 | 124,000 | 76,700 |
| Connecticut | 67,300 | 78,000 | 37,000 |
| Delaware | 15,400 | 9,000 | 9,300 |
| D.C. | 2,800 | 4,000 | 1,100 |
| Florida | 248,400 | 153,000 | 148,800 |
| Georgia | 179,200 | 107,000 | 118,400 |
| Hawaii | Not Avail. | 6,000 | Not Avail. |
| Idaho | 67,900 | 50,000 | 52,800 |
| Illinois | 299,600 | [illegible] | 173,800 |
| Indiana | 217,500 | [illegible] | 125,900 |
| Iowa | 179,600 | [illegible] | 101,300 |
| Kansas | 96,800 | 84,000 | 59,400 |
| Kentucky | 97,400 | [illegible] | 65,600 |
| Louisiana | 157,200 | [illegible] | 110,500 |
| Maine | 39,600 | [illegible] | 21,200 |
| Maryland | 95,900 | [illegible] | 56,200 |
| Mass. | 95,800 | [illegible] | 52,900 |
| Michigan | 327,400 | [illegible] | 205,200 |
| Minn. | 164,200 | 138,000 | 96,600 |
| Miss. | 74,100 | 30,000 | 52,000 |
| Missouri | 147,400 | 86,000 | 93,400 |
| Montana | 52,300 | 61,000 | 39,400 |
| Nebraska | 79,400 | 51,000 | 51,200 |
| Nevada | 31,300 | 22,000 | 21,800 |
| N.H. | 41,700 | 47,000 | 21,900 |
| N.J. | 130,000 | 90,000 | 75,200 |
| New Mexico | 50,300 | 46,000 | 33,700 |
| New York | 269,300 | 156,000 | 141,100 |
| N.C. | 169,400 | 95,000 | 107,400 |
| N.D. | 38,400 | 28,000 | 26,100 |
| Ohio | 307,800 | 236,000 | 177,700 |
| Oklahoma | 129,000 | 119,000 | 82,800 |
| Oregon | 122,700 | 75,000 | 88,800 |
| Penn. | 289,500 | 185,000 | 180,300 |
| Rhode Island | 21,900 | 26,000 | 12,100 |
| S.C. | 64,600 | 35,000 | 42,800 |
| S.D. | 35,900 | 27,000 | 23,500 |
| Tenn. | 176,900 | 81,000 | 116,600 |
| Texas | 435,100 | 218,000 | 280,000 |
| Utah | 81,100 | 56,000 | 60,800 |
| Vermont | 18,600 | 20,000 | 10,400 |
| Virginia | 134,500 | 73,000 | 81,200 |
| Washington | 197,400 | 110,000 | 138,500 |
| West Va. | 75,200 | 48,000 | 53,800 |
| Wisconsin | 174,900 | 152,000 | 97,100 |
| Wyoming | 26,300 | 19,000 | 20,100 |
| U.S. Totals | 7,035,500 | 4,984,000 | 4,420,700 |

**Total U.S. and several state registrations figures may be inflated due to the implementation of staggered registration renewal systems and off-highway vehicle registration reporting systems, and the reporting of dual registration and titling transactions. No accurate revisions are available at this time.

Source: 1979 Estimated Motorcycle Population and Usage, Motorcycle Industry Council, Inc., Newport Beach, CA.
U.S. Department of Transportation, Federal Highway Administration.

# PUBLIC LAND AND OFF-HIGHWAY MOTORCYCLE STATISTICS By STATE

Excluding Alaska which is predominantly uninhabited public land, just over one fifth (22%) of the total U.S. acreage, or 424 million acres, is public land managed by federal and state government. Of this 424 million acres, 86% is in the western states.

In 1979 an estimated 4.4 million motorcycles were used by 11 million people for off-highway recreational purposes. In 1979 the off-highway motorcycle industry generated an estimated $3.6 billion in consumer sales and services, and state taxes and licensing, of which $827 million is attributed to the retail sale of 637,000 new motorcycles.

## 1979 PUBLIC LAND AND OFF-HIGHWAY MOTORCYCLE STATISTICS BY STATE

| State | Total Acreage | Public Land Acreage | | | 1979 Sales of New Mcs Used Off-Hwy at Some Time | Total Mcs Used Off-Hwy at Some Time | 1979 Est. Annual Economic Value of Off-Hwy Retail Marketplace | Off-Hwy Mc Penetration | |
|---|---|---|---|---|---|---|---|---|---|
| | | Fed Gov't | State Gov't | % of State | | | | Off-Hwy Mcs Per 100 Pop | Off-Hwy Mcs Per 1000 Public Acres |
| | (000) | (000) | (000) | | | | ($000) | | |
| Alabama | 32,678 | 1,127 | 45 | 3.6 | 11,400 | 83,700 | $ 54,400 | 2.2 | 71.4 |
| Alaska | 365,482 | 359,925 | 1,394 | 98.9 | 3,000 | 21,200 | 13,800 | 4.7 | .1 |
| Arizona | 72,688 | 32,034 | 25 | 44.1 | 10,400 | 64,300 | 56,700 | 2.6 | 2.0 |
| Arkansas | 33,599 | 3,348 | 28 | 10.1 | 8,500 | 55,500 | 40,300 | 2.5 | 16.4 |
| California | 100,207 | 47,610 | 843 | 48.4 | 87,500 | 553,600 | 515,400 | 2.4 | 11.4 |
| Colorado | 66,486 | 24,784 | 159 | 37.5 | 11,600 | 76,700 | 74,600 | 2.8 | 3.1 |
| Connecticut | 3,135 | 12 | 191 | 6.5 | 6,200 | 37,000 | 40,000 | 1.2 | 182.3 |
| Delaware | 1,266 | 41 | 7 | 3.8 | 1,200 | 9,300 | 6,600 | 1.6 | 193.8 |
| D.C. | 39 | 19 | N/A | N/A | 100 | 1,100 | 1,000 | 0.2 | 57.9 |
| Florida | 34,721 | 3,904 | 283 | 12.1 | 24,900 | 148,800 | 143,000 | 1.6 | 35.5 |
| Georgia | 37,295 | 2,244 | 47 | 6.1 | 17,200 | 118,400 | 82,000 | 2.3 | 51.7 |
| Hawaii | 4,106 | 599 | 18 | 15.0 | N/A | N/A | N/A | N/A | N/A |
| Idaho | 52,933 | 33,748 | 29 | 63.8 | 7,300 | 52,800 | 38,900 | 5.8 | 1.6 |
| Illinois | 35,795 | 623 | 287 | 2.5 | 22,800 | 173,800 | 142,700 | 1.5 | 191.0 |
| Indiana | 23,158 | 578 | 66 | 2.8 | 16,400 | 125,900 | 95,300 | 2.4 | 195.5 |
| Iowa | 35,861 | 227 | 47 | .8 | 16,800 | 101,300 | 84,300 | 3.4 | 369.7 |
| Kansas | 52,511 | 732 | 24 | 1.4 | 8,000 | 59,400 | 44,800 | 2.5 | 78.6 |
| Kentucky | 25,512 | 1,391 | 41 | 5.6 | 8,800 | 65,600 | 41,100 | 1.8 | 45.8 |
| Lousiana | 28,868 | 1,112 | 24 | 3.9 | 21,400 | 110,500 | 99,400 | 2.8 | 97.3 |
| Maine | 19,848 | 137 | N/A | N/A | 3,200 | 21,200 | 17,600 | 1.9 | 154.7 |
| Maryland | 6,319 | 369 | 62 | 6.8 | 7,300 | 56,200 | 44,500 | 1.3 | 130.7 |
| Mass. | 5,035 | 80 | 235 | 6.3 | 7,300 | 52,900 | 49,100 | 0.9 | 167.9 |
| Michigan | 36,492 | 3,446 | 224 | 10.1 | 22,100 | 205,200 | 133,600 | 2.2 | 55.9 |
| Minnesota | 51,206 | 3,414 | 175 | 7.0 | 13,300 | 96,600 | 82,100 | 2.4 | 26.9 |
| Miss. | 30,223 | 1,747 | 17 | 5.8 | 9,000 | 52,000 | 40,000 | 2.1 | 29.5 |
| Missouri | 44,248 | 2,189 | 79 | 5.1 | 12,700 | 93,400 | 70,200 | 1.9 | 41.2 |
| Montana | 93,271 | 27,661 | 35 | 29.7 | 5,400 | 39,400 | 29,100 | 5.0 | 1.4 |
| Nebraska | 49,032 | 701 | 113 | 1.7 | 7,800 | 51,200 | 44,000 | 3.2 | 62.9 |
| Nevada | 70,264 | 61,617 | 144 | 87.9 | 4,000 | 21,800 | 23,400 | 3.2 | .4 |
| New Hampshire | 5,769 | 711 | 105 | 14.1 | 2,800 | 21,900 | 17,900 | 2.5 | 26.8 |
| New Jersey | 4,813 | 396 | 253 | 13.5 | 10,400 | 75,200 | 65,700 | 1.0 | 115.9 |
| New Mexico | 77,766 | 25,824 | 164 | 33.4 | 5,400 | 33,700 | 30,700 | 2.7 | 1.3 |
| New York | 30,681 | 261 | 2,978 | 10.6 | 21,500 | 141,100 | 137,900 | 0.8 | 43.6 |
| N. Carolina | 31,403 | 2,191 | 69 | 7.2 | 12,400 | 107,400 | 62,100 | 1.9 | 47.5 |
| N. Dakota | 44,453 | 2,383 | 14 | 5.4 | 3,400 | 26,100 | 18,500 | 3.9 | 10.9 |
| Ohio | 26,222 | 346 | 204 | 2.1 | 22,500 | 177,700 | 133,900 | 1.7 | 323.1 |
| Oklahoma | 44,088 | 1,583 | 90 | 3.8 | 14,100 | 82,800 | 74,900 | 2.9 | 49.5 |
| Oregon | 61,599 | 32,414 | 90 | 52.8 | 11,900 | 88,800 | 65,000 | 3.6 | 2.7 |
| Pennsylvania | 28,804 | 707 | 296 | 3.5 | 21,600 | 180,300 | 127,300 | 1.5 | 179.8 |
| Rhode Island | 677 | 9 | 12 | 3.1 | 1,700 | 12,100 | 10,200 | 1.3 | 576.2 |
| S. Carolina | 19,374 | 1,265 | 63 | 6.9 | 5,500 | 42,800 | 24,800 | 1.4 | 32.2 |
| S. Dakota | 48,882 | 3,488 | 90 | 7.3 | 3,700 | 23,500 | 20,400 | 3.3 | 6.6 |
| Tennessee | 26,728 | 1,823 | 116 | 7.3 | 15,800 | 116,600 | 74,000 | 2.7 | 60.1 |
| Texas | 168,218 | 3,458 | 102 | 2.1 | 43,300 | 280,000 | 246,300 | 2.1 | 78.7 |
| Utah | 52,697 | 33,491 | 56 | 63.7 | 10,400 | 60,800 | 58,500 | 4.6 | 1.8 |
| Vermont | 5,936 | 290 | 35 | 5.5 | 1,600 | 10,400 | 9,900 | 2.1 | 32.0 |
| Virginia | 25,496 | 3,056 | 48 | 12.2 | 9,700 | 81,200 | 53,900 | 1.5 | 26.2 |
| Washington | 42,694 | 12,863 | 79 | 30.3 | 19,800 | 138,500 | 114,800 | 3.7 | 10.7 |
| W. Virginia | 15,411 | 1,095 | 66 | 7.5 | 6,800 | 53,800 | 34,100 | 2.8 | 46.3 |
| Wisconsin | 35,011 | 1,865 | 108 | 5.6 | 14,200 | 97,100 | 88,600 | 2.1 | 49.2 |
| Wyoming | 62,343 | 30,311 | 157 | 48.9 | 3,200 | 20,100 | 17,900 | 4.6 | .7 |
| U.S. Total | 2,271,343 | 775,249 | 9,837 | 34.6 | 637,300 | 4,420,700 | $3,595,200 | 2.0 | 5.6 |

Source: (1) Statistical Abstract of the United States 1979, U.S. Department of Commerce, Bureau of Census.
(2) Derived from MIC Manufacturers Statistical Reporting System, 1979 Annual Report.
(3) 1979 Estimated Motorcycle Population and Usage, Motorcycle Industry Council, Newport Beach, CA.
(4) Derived from "Economic Value of the Motorcycle Retail Marketplace," Page 11, 1980 Motorcycle Statistical Annual, Motorcycle Industry Council, Newport Beach, CA. Includes retail sales of motorcycles (new and used) and parts and accessories, dealer servicing, product advertising, vehicle financing charges, insurance premiums, dealer personnel salaries, state sales and dealer personal income taxes, and vehicle registrations fees.

# MOTORCYCLE MILES TRAVELED ON AND OFF-HIGHWAY, MILEAGE By MODEL TYPE

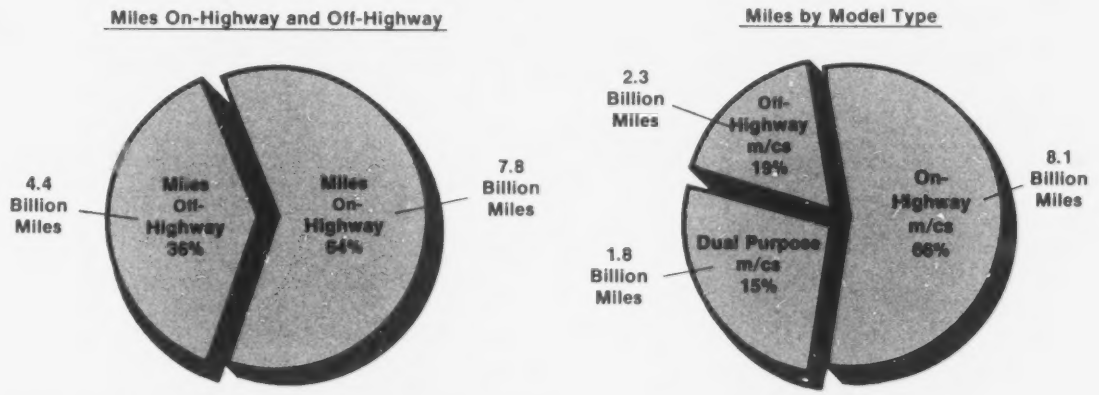
It is estimated that the 7 million motorcycles in use traveled roughly 12 billion miles (including miles traveled off-highway), compared to an estimated 1,483 billion miles traveled by all other motor vehicles in 1979.

About two thirds (64%) of the total motorcycle mileage in 1979 was on public highways and the remaining (36%) was off-highway. On-highway motorcycles accounted for the majority (66%) of motorcycle travel, while travel by dual purpose and off-highway motorcycles represented 15% and 19% respectively.

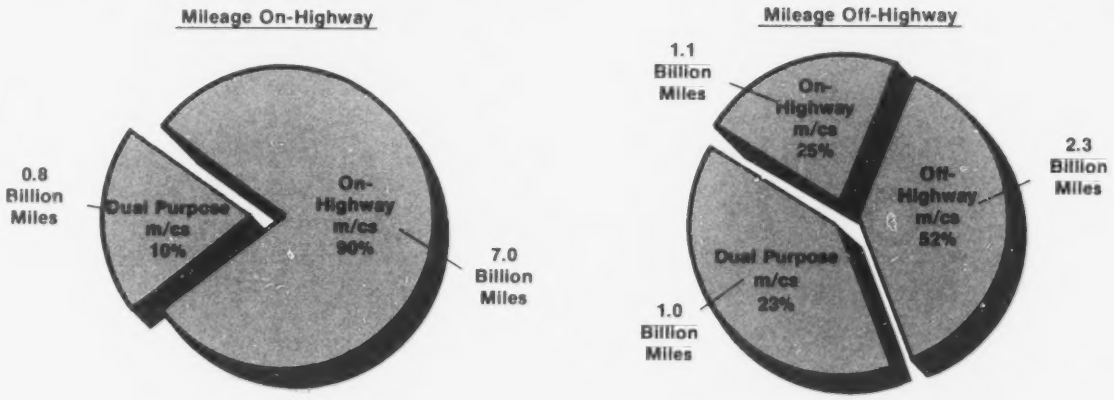
The majority (90%) of motorcycle mileage on public roads was accumulated by on-highway motorcycles, while only 10% of the mileage was traveled by dual purpose motorcycles. Off-highway motorcycles accumulated one half of the miles traveled off-highway, and the remaining half was divided between dual purpose motorcycles with 23%, and on-highway motorcycles with 25%.



## 12.2 BILLION MOTORCYCLE MILES TRAVELED IN 1979




## ON & OFF-HIGHWAY MILEAGE BY MODEL TYPE




Source: Derived by the Motorcycle Industry Council from the following sources:

1979 Estimated Motorcycle Population and Usage, Motorcycle Industry Council, Inc., Newport Beach, CA.

Analysis of mileage data from Gallup Organization Survey of Motorcycle Ownership, Usage and Maintenance by Human Factors Research, Inc., Van Nuys, CA, January 1976.

Survey of Motorcycle Ownership, Usage and Maintenance, conducted for the Motorcycle Industry Council by the Gallup Organization, Princeton, New Jersey, January 1975.

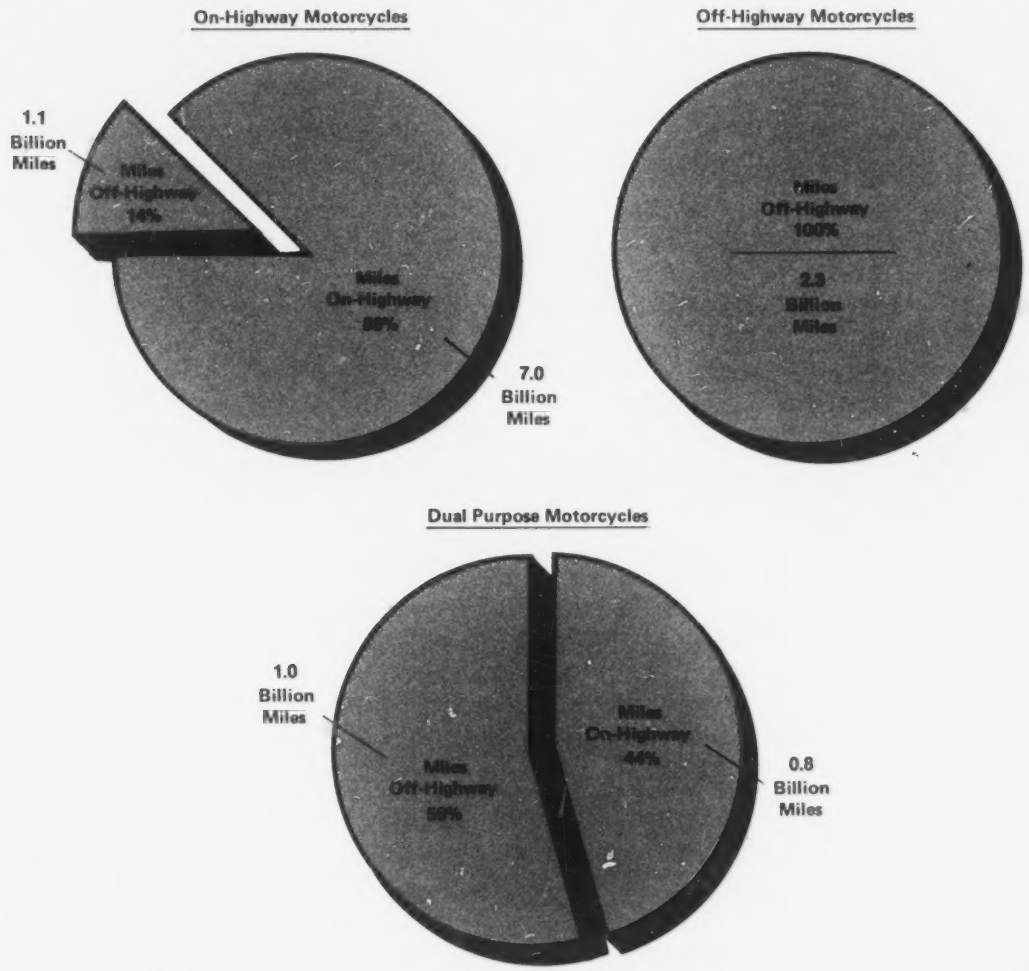
# MOTORCYCLE MILES TRAVELED, MODEL TYPE By ON AND OFF-HIGHWAY MILEAGE

Based on owner estimates of the miles ridden on-highway compared to off-highway, it is estimated that 86% of the mileage accumulated by on-highway motorcycles is on public roads and the remaining 14% is off public roads.

It is assumed that all of the mileage by off-highway motorcycles is off public roads since these motorcycles do not comply with the Federal Motor Vehicle Safety Standards for use on public roads.

Mileage by dual purpose motorcycles is divided almost evenly, with off-highway mileage (56%) slightly greater than on-highway mileage (44%).

## ON & OFF-HIGHWAY MILEAGE BY MODEL TYPE

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# AVERAGE ANNUAL MOTORCYCLE MILEAGE

The average annual mileage of the motorcycle is distinct from that of the automobile because of the relatively short useful life and the pronounced decreases in annual mileage as the age of the motorcycle increases. Two concepts of average annual mileage, defined as "momentary miles per year" and "accumulated miles per year," are applicable to motorcycles, each with its appropriate uses (see explanation below).

In 1979 the values of "momentary miles per year" and "accumulated miles per year" are estimated to be 1,730 and 2,435 miles, respectively, for all motorcycles in use. On-highway motorcycles tend to be ridden about twice the annual mileage traveled on off-highway and dual purpose motorcycles. During recent years, the momentary miles per year for dual purpose motorcycles has been unusually low due to the declining volume of dual purpose motorcycle sales.

## 1979 AVERAGE ANNUAL MILEAGE

| 1979 Average Annual Mileage | Total Motorcycles | On-Highway Motorcycles | Off-Highway Motorcycles | Dual Purpose Motorcycles [1] |
|---|---|---|---|---|
| 1979 Momentary Miles Per Year | 1,730 | 2,393 | 1,248 | 994 |
| 1979 Accumulated Miles Per Year | 2,435 | 3,291 | 1,615 | 1,678 |

## TWO CONCEPTS OF AVERAGE ANNUAL MOTORCYCLE MILEAGE

The more familiar concept of average mileage describes the average mileage over the entire life span of the vehicle (total miles traveled ÷ age of vehicle; see Column B below). This may be defined as the "accumulated miles per year" because it is the annual average of all mileage accumulated on the vehicle. This concept should be used when determining the average mileage accumulated per year over the vehicle life for a particular vehicle or group of vehicles, for such purposes as calculating the operation costs on an annual basis. Average annual mileage in this sense should be used with caution, however, because the older the vehicle becomes, the greater the discrepancies among actual mileages due to progressive decreases in mileage traveled each year.

The second concept of average annual mileage is important when considering the average mileage of a motorcycle or group of motorcycles in a particular year and, for clarity, may be termed "momentary miles per year" (See Column A). In this instance, average annual mileage is not dependent on the mileage accumulated over previous years, but is dependent on the mileage accumulated in a particular year according to the vehicle age and the concept that annual mileage decreases as the motorcycle becomes older. This is important, for example, when determining, for a given year or period of time, the total mileage traveled by all motorcycles (see page 28) or the contributions of motorcycle emissions.

The chart illustrates the differences between "accumulated miles per year" and "momentary miles per year" for five motorcycles, representing model years 1975 through 1979, in 1979. Generally, the value of momentary miles per year is about 30-40% less than that of accumulated miles per year. This difference exists because the majority of mileage accumulated on a motorcycle over the vehicle life is accumulated during the first and second years of use, and the majority of motorcycles in use in a given year are older than two or three years old. Thus the majority of motorcycles in use in a given year are actually traveling less than the average of miles accumulated over the current vehicle life, and therefore, momentary miles per year is less than accumulated miles per year.

TWO CONCEPTS OF AVERAGE ANNUAL MILEAGE
Theoretical Sample of 5 Motorcycles

| Model Year \ Calendar Year | Annual Mileage by Year | | | | | Accumulated Mileage [2] | |
|---|---|---|---|---|---|---|---|
| | 1975 | 1976 | 1977 | 1978 | 1979 | Total | Average |
| 1975 | 3400 | 2500 | 2000 | 1500 | 1000 | 10,400 | 2080 |
| 1976 | | 3400 | 2500 | 2000 | 1500 | 8,400 | 2350 |
| 1977 | | | 3400 | 2500 | 2000 | 7,900 | 2630 |
| 1978 | | | | 3400 | 2500 | 5,900 | 2950 |
| 1979 | | | | | 3400 | 3,400 | 3400 |
| Total Miles | | | | | 10,400 | | 13,410 |
| | | | | | 2080 | | 2682 |
| | | | | | COLUMN A **Momentary Miles per Year** | | COLUMN B **Accumulated Miles per Year** |

Average annual mileage is not only dependent upon the model type and the age of the motorcycle, but also on engine displacement and the geographical area in which it is used. Generally speaking, the greater the engine displacement and the warmer the climate, the greater the average annual mileage becomes.

Source: [1]Derived by the Motorcycle Industry Council from the following sources:

1979 Estimated Motorcycle Population and Usage, Motorcycle Industry Council, Inc., Newport Beach, CA

Analysis of mileage data from Gallup Organization Survey of Motorcycle Ownership, Usage and Maintenance by Human Factors Research, Inc., Van Nuys, CA, January 1976.

[2]Yamaha's Comment on Emission Control Plan for New Motorcycles, Submitted to California Air Resources Board by Yamaha Motor Co., Ltd., Japan, April 1975.

# MOTORCYCLE SCRAPPAGE AND OPERABILITY RATE

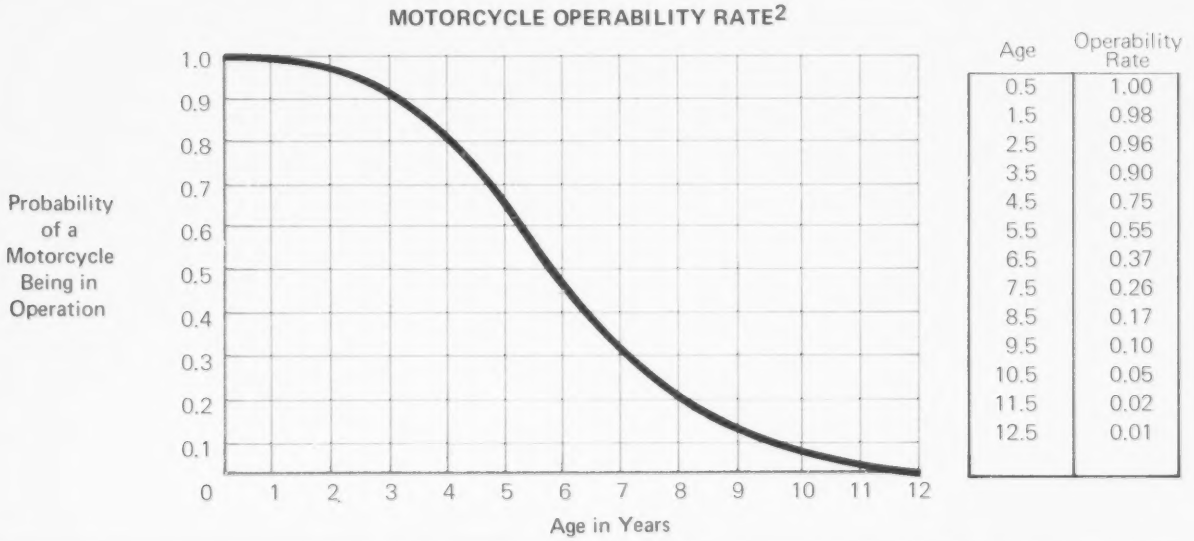
The number of motorcycles retired from use, or scrapped, in 1979 is estimated to be 1.4 million or 18.5% of the 1978 motorcycle population in use.

A key factor in determining average annual mileage is the motorcycle operability rate, the probability of a motorcycle being operable after a given number of years. This is particularly important when determining momentary miles per year because of the decrease in annual mileage as the vehicle ages. It is estimated that only 3 in every 4 motorcycles are operable after 4.5 years and the median operable life of a motorcycle is about 6 years.

## MOTORCYCLES RETIRED FROM USE OR SCRAPPED IN 1979

| Year Sold New | Est.[1] Retail Sales (000's) | Operability[2] Rate '78 | Operability[2] Rate '79 | Estimated[1] Population In Use (000's) '78 | Estimated[1] Population In Use (000's) '79 | Estimated Number Retired From Use or Scrapped In 1979 (000's) | |
|---|---|---|---|---|---|---|---|
| 1979 | 1,085 | | 100% | | 1,085 | 0 | |
| 1978 | 975 | 100% | 98% | 975 | 956 | 19 | |
| 1977 | 1,080 | 98% | 96% | 1,058 | 1,037 | 21 | |
| 1976 | 1,053 | 96% | 90% | 1,008 | 945 | 63 | |
| 1975 | 940 | 90% | 75% | 846 | 705 | 141 | |
| 1974 | 1,200 | 75% | 55% | 900 | 660 | 240 | |
| 1973 | 1,520 | 55% | 37% | 836 | 562 | 274 | |
| 1972 | 1,360 | 37% | 26% | 503 | 354 | 149 | |
| 1971 | 1,240 | 26% | 17% | 322 | 211 | 111 | |
| 1970 | 1,010 | 17% | 10% | 172 | 101 | 71 | |
| 1969 | 670 | 10% | 5% | 67 | 33 | 34 | |
| Before 1969 | | | | 618 | 387 | 231 | – 18.5% of 1978 Motorcycle Population |
| | | | | 7,305 | 7,036 | 1,354 | |

## MOTORCYCLE OPERABILITY RATE




| Age | Operability Rate |
|---|---|
| 0.5 | 1.00 |
| 1.5 | 0.98 |
| 2.5 | 0.96 |
| 3.5 | 0.90 |
| 4.5 | 0.75 |
| 5.5 | 0.55 |
| 6.5 | 0.37 |
| 7.5 | 0.26 |
| 8.5 | 0.17 |
| 9.5 | 0.10 |
| 10.5 | 0.05 |
| 11.5 | 0.02 |
| 12.5 | 0.01 |

Source: [1]1979 Estimated Motorcycle Population and Usage, Motorcycle Industry Council, Inc., Newport Beach, CA

[2]Yamaha's Comment on Emission Control Plan for New Motorcycles, Submitted to California Air Resources Board by Yamaha Motor Co., Ltd., Japan, April 1975.

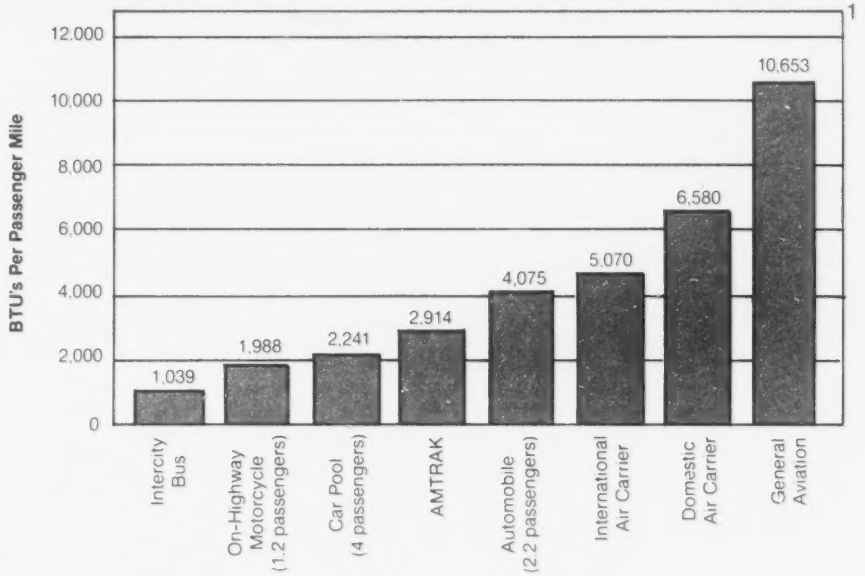
# ON-HIGHWAY MOTORCYCLE ENERGY USE

Motorcycles used on-highway are very energy-efficient. Motorcycles used on-highway use much less energy than trains, automobiles, and aircrafts on a BTU per passenger mile basis (the number of British Thermal Units required for one person to travel one mile). Only intercity buses are more efficient. On-highway motorcyclists save the nation almost $300 million every year that would otherwise be spent on an additional ten million barrels of oil.

Motorcycles used on-highway are almost three times as fuel-efficient as most new cars and about four times as efficient as average cars in the motor vehicle population.

## ENERGY USE PER PASSENGER MILE

[1]




## 1979 MOTORCYCLE FUEL ECONOMY FIGURES

[2]

| Engine Displacement | Estimated Average Miles Per Gallon* | |
|---|---|---|
| | On-Highway Motorcycles | Dual Purpose Motorcycles |
| Under 125 cc | 112 | 112 |
| 125-349 cc | 86 | 86 |
| 350-449 cc | 57 | 55 |
| 450-749 cc | 52 | 62 |
| Over 749 cc | 42 | -- |

* Derived from manufacturer exhaust emission test results. The U. S. EPA requires manufacturers to certify exhaust emmissions for all 50 cc and greater on-highway and dual purpose motorcycles. The EPA does not require fuel economy testing for motorcycles. However, fuel economy figures can be derived from the exhaust emission test results. MPG figures were derived in this way from fifty 1979 test vehicles representing eighty-one models, produced by the four leading manufacturers which represent about 91% of the motorcycle sales nationwide.

Source: [1]National Transportation Statistics, U.S. Department of Transportation, Washington, D.C., August 1979.

[1]Energy Facts About On-Highway Motorcycling in the United States, Motorcycle Industry Council, Washington, D.C., May 1980.

[2]MPG figures derived from tests performed by manufacturers in accordance with the U.S. EPA motorcycle exhaust emission certification test procedures.

# OFF-HIGHWAY MOTORCYCLE ENERGY USE

Motorcycles used off-highway consume very little energy yet provide a healthful and refreshing recreation outlet for 11 million individuals.

According to MIC estimates, a typical motorcycle used off-highway consumes only 19.2 gallons of gasoline each year. Overall, off-highway motorcycle use consumes about 8/100 of 1% of the total gasoline consumed in the United States, 3/100 of 1% of the total petroleum consumed in the United States, and 1/100 of 1% of the total energy consumed in the United States.

## RELATIVE ENERGY CONSUMPTION

Each year 107.6 billion gallons of gasoline are consumed in the United States.

Passenger cars consume 80.2 billion gallons of gasoline each year which accounts for 75% of each gallon consumed in the United States.

Social and recreational driving consumes 26.5 billion gallons annually and accounts for 25% of each gallon of gasoline consumed nationwide.

Driving to visit friends and relatives consumes 9.6 billion gallons of gasoline each year and accounts for 9% of each gallon consumed.

Off-highway motorcycle activity accounts for only .085 billion gallons of gasoline each year, or less than one tenth of 1% of each gallon consumed in the United States.

Source: Nationwide Personal Transportation Study, U.S. Department of Transportation, Washington, D.C., May 1974.

Energy Facts about Off-Highway Motorcycling in the United States, Motorcycle Industry Council, Washington, D. C., May 1980.

# OPERATING AND OWNERSHIP COSTS OF THE MOTORCYCLE AND AUTOMOBILE

The estimated annual costs of operating and owning a motorcycle ($699) in 1979 were substantially less than that for a standard size automobile ($2,111).

This difference is particularly apparent when considering the annual costs of gasoline, repairs and maintenance which are estimated to be six times greater for a standard size automobile ($1,178) than for the average street motorcycle ($191).

Ownership costs of depreciation, insurance, registration and titling for a standard automobile ($933) are estimated to be almost twice the costs for the average street motorcycle ($508).

MOTORCYCLE USAGE

**1979 ANNUAL OPERATING AND OWNERSHIP COSTS AUTOMOBILE VS. MOTORCYCLE**

| | Standard Automobile (3000-4000 lb.) | Motorcycle (500-650 cc Street) |
|---|---|---|
| Operating Costs | | |
| Gasoline (includes taxes) | $ 625 | $ 66 |
| Repairs & Maintenance (includes oil & tires) | 553 | 125 |
| Ownership Costs | | |
| Depreciation | $ 626 | 200 |
| Insurance | 245 | 300 |
| Registration & Titling | 62 | 8 |
| Total Annual Cost | $2,111 | $699 |

Source for automotive costs (averaging 10,000 miles per year over 10 years):
Cost of Owning and Operating Automobiles and Vans 1979, U.S. Department of Transportation, Federal Highway Administration.

Source for motorcycle costs (500-650 cc street motorcycle averaging 3,300 miles per year over 5 years).
Gasoline: based on 50 MPG at $1.00 per gallon.
Maintenance and Repairs: various industry sources.
Depreciation: N.A.D.A. Motorcycle Appraisal Guide, May-August 1980, National Automobile Dealers Assn.
Insurance: based on a survey of a sample of companies. Includes coverage for comprehensive, collision, and property damage and liability.
Registration & Titling: Report on Operating Costs for Privately Owned Motorcycles (Draft), General Services Administration, 1977.

# MOTORCYCLE ACCIDENT STATISTICS By STATE

Based on numerous and sometimes confusing criteria, the Motorcycle Safety Foundation, in cooperation with the American Motorcyclist Association, has compiled the following national and state motorcycle accident statistics for 1979.

While motorcycle and moped registrations increased 10% from 1978 to 1979, the number of reported accidents and fatalities has increased only 7% and 5% respectively. This means that the number of accidents and fatalities per 10,000 motorcycle and moped registrations in 1979 actually decreased by 3% and 5% respectively since 1978.

## 1979 MOTORCYCLE ACCIDENT STATISTICS

| | Registrations | Reported Accidents | Accidents Per 10,000 Registrations | Fatalities | Fatalities Per 10,000 Registrations | Fatalities Per 100 Accidents |
|---|---|---|---|---|---|---|
| *National* | 5,339,358 | 177,984 | 333.34 | 4,850 | 9.08 | 2.72 |
| *State Data* | | | | | | |
| Alabama (1, 5, 6, 15, 20) | 70,604 | 2,670 | 378.17 | 57 | 8.07 | 2.14 |
| **Alaska (2, 12, 15, 20)** | **9,842** | **294** | **298.72** | **11** | **11.18** | **3.74** |
| Arizona (2, 11, 15, 20) | 72,917 | 4,108 | 563.38 | 135 | 18.51 | 3.29 |
| Arkansas (4, 10, 15, 20) | 33,415 | 1,164 | 348.35 | 37 | 11.07 | 3.18 |
| **California (1, 12, 15, 20)** | **713,820** | **32,530** | **455.72** | **862** | **12.08** | **2.65** |
| Colorado (5, 10, 15, 20) | 115,000* | 2,646 | 230.09 | 78 | 6.78 | 2.95 |
| Connecticut (12, 15, 20) | 74,324 | 3,057* | 411.31 | 91 | 12.24 | 2.98 |
| **Delaware (1, 2, 3, 4, 10, 15, 20)** | **11,494** | **389** | **338.44** | **12** | **10.44** | **3.08** |
| Dist. of Columbia (1, 14, 18, 20) | 4,398 | 438 | 995.91 | 4 | 9.10 | 0.91 |
| Florida (2, 9, 15, 20) | 184,595 | 9,324 | 505.11 | 202 | 10.94 | 2.17 |
| **Georgia (1, 2, 3, 4, 10, 16, 19)** | **105,139** | **3,128** | **297.51** | **108** | **10.27** | **3.45** |
| Hawaii (5, 11, 15, 20) | 9,986 | 599 | 599.84 | 21 | 21.03 | 3.51 |
| Idaho (13, 15, 20) | 51,266 | 873 | 170.29 | 34 | 6.63 | 3.90 |
| **Illinois (1, 10, 15, 20)** | **280,658** | **8,297** | **295.63** | **210** | **7.48** | **2.53** |
| Indiana (5, 7, 15, 19) | 154,941 | 4,603 | 297.08 | 161 | 10.31 | 3.50 |
| Iowa (1, 10, 15, 20) | 203,600 | 2,987 | 146.71 | 81 | 3.98 | 2.71 |
| **Kansas (1, 11, 15, 20)** | **87,511** | **2,208** | **252.31** | **54** | **6.17** | **2.45** |
| Kentucky (5, 9, 15, 20) | 61,925 | 1,846 | 298.10 | 65 | 10.50 | 3.52 |
| Louisiana (5, 14, 18, 20) | 34,180 | 3,640 | 1,064.95 | 80 | 23.41 | 2.20 |
| **Maine (5, 9, 15, 20)** | **35,478** | **1,010** | **284.68** | **28** | **7.89** | **2.77** |
| Maryland (8, 15, 20) | 66,521 | 3,858* | 579.97 | 64 | 9.62 | 1.66 |
| Massachusetts (1, 9, 20) | 100,502 | 3,665* | 364.67 | 94 | 9.35 | 2.56 |
| **Michigan (1, 2, 4, 9, 15, 20)** | **251,210** | **7,448** | **296.49** | **130** | **5.18** | **1.75** |
| Minnesota (11, 15, 20) | 156,552 | 2,872 | 183.45 | 97 | 6.20 | 3.38 |
| Mississippi (4, 10, 15, 20) | 23,145 | 593 | 256.21 | 18 | 7.78 | 3.04 |
| **Missouri (5, 12, 15, 20)** | **146,788** | **3,041** | **207.17** | **76** | **5.18** | **2.50** |
| Montana (3, 10, 15, 20) | 27,392 | 596 | 217.58 | 20 | 7.30 | 3.36 |
| Nebraska (5, 10, 15, 20) | 57,172* | 1,474 | 257.82 | 32 | 5.60 | 2.17 |
| **Nevada (3, 5, 10, 15, 20)** | **24,149** | **1,184** | **490.29** | **37** | **15.32** | **3.13** |
| New Hampshire (1, 11, 15, 20) | 32,883 | 955 | 319.62 | 35 | 10.64 | 3.33 |
| New Jersey (5, 9, 15, 20) | 100,482 | 4,384 | 436.30 | 85 | 8.46 | 1.94 |
| **New Mexico (4, 7, 15, 20)** | **46,803** | **1,864** | **398.27** | **50** | **10.68** | **2.68** |
| New York (4, 12, 15, 20) | 178,355 | 9,106 | 510.55 | 196 | 10.99 | 2.15 |
| North Carolina (5, 9, 15, 20) | 103,164 | 2,942 | 285.18 | 102 | 9.89 | 3.47 |
| **North Dakota (5, 12, 15, 20)** | **28,108** | **365** | **129.86** | **12** | **4.27** | **3.29** |
| Ohio (8, 15, 20) | 274,000* | 8,698 | 317.45 | 251 | 9.16 | 2.89 |
| Oklahoma (4, 7, 15, 20) | 122,764 | 2,159 | 175.87 | 80 | 6.52 | 3.71 |
| **Oregon (1, 9, 15, 20)** | **86,952** | **1,415** | **162.73** | **66** | **7.59** | **4.66** |
| Pennsylvania (1, 13, 15, 20) | 217,036 | 5,669 | 261.20 | 185 | 8.52 | 3.26 |
| Rhode Island (1, 20) | 23,467 | 423* | 180.25 | 13 | 5.54 | 3.07 |
| **South Carolina (5, 9, 15, 20)** | **37,466** | **1,543** | **411.84** | **42** | **11.21** | **2.72** |
| South Dakota (1, 3, 12, 15, 20) | 31,102 | 597 | 191.95 | 22 | 7.07 | 3.69 |
| Tennessee (1, 2, 3, 4, 9, 15, 20) | 81,833 | 2,779 | 339.59 | 62 | 7.58 | 2.23 |
| **Texas (1, 10, 15, 20)** | **290,000*** | **10,539** | **363.41** | **358** | **12.34** | **3.40** |
| Utah (1, 2, 3, 4, 12, 15, 20) | 61,687 | 1,230 | 199.39 | 31 | 5.03 | 2.52 |
| Vermont (1, 9, 15, 20) | 23,293 | 454 | 194.91 | 11 | 4.72 | 2.42 |
| **Virginia (5, 15, 20)** | **76,147** | **2,679** | **351.82** | **59** | **7.75** | **2.20** |
| Washington (11, 15, 20) | 129,641 | 3,993 | 307.93 | 121 | 9.33 | 3.03 |
| West Virginia (1, 10, 15, 20) | 37,415 | 985 | 263.26 | 31 | 8.29 | 3.15 |
| **Wisconsin (1, 2, 3, 4, 12, 15, 20)** | **168,625** | **4,306** | **255.36** | **124** | **7.35** | **2.88** |
| Wyoming (5, 10, 15, 20) | 19,611 | 358 | 182.55 | 15 | 7.65 | 4.19 |

*Estimates

Footnotes:

*Registrations*
1. Includes mopeds or motorized cycles
2. Includes mopeds and "similar vehicles"
3. Includes tricycles
4. Includes mopeds, tricycles and scooters
5. Other

*Accidents—Damage Threshold*
6. $0-$25-$50 property damage threshold
7. $100 property damage threshold
8. $150 property damage threshold
9. $200 property damage threshold
10. $250 property damage threshold
11. $300 property damage threshold
12. $400-$500 property damage threshold
13. No property damage figure specified
14. Other

*Accidents—Description*
15. Accident listed as "property damage, personal injury or fatality"
16. Accident listed as "any reported motorcycle accident"
17. Only records accidents investigated by State Highway Patrol
18. Other

*Fatalities*
19. Number of fatal accidents in which a motorcycle was involved
20. Number of motorcyclists and passengers fatally injured in a motorcycle accident
21. Other

Source: Cycle Safety Info, Motorcycle Safety Foundation, Linthicum, Maryland, 1980. Compiled by Motorcycle Safety Foundation and American Motorcyclist Association.

# MOTORCYCLE RIDER EDUCATION PROGRAMS

It has become apparent in recent years that rider education and training are important steps in motorcycle accident prevention. Motorcycle accident statistics indicate that a substantial percentage of such accidents involve riders with limited experience.

Prior to 1973 there were few organized education and training programs to instruct beginners in safe motorcycle operation. Since 1973, the Motorcycle Safety Foundation (MSF), a private nonprofit traffic safety organization, has been successful in developing a motorcycle rider education program which includes instructor preparation and classroom and on-cycle rider instruction and is available to public, as well as private, schools and organizations.

## MOTORCYCLE SAFETY FOUNDATION RIDER EDUCATION PROGRAMS

The Motorcycle Safety Foundation's rider education program curriculum, known as the *Motorcycle Rider Course* (MRC), is research-based and field-tested, and offers the latest in teaching techniques and instructional guidelines, as well as providing a complete set of educational materials. Introduced late in 1976, by the close of 1979 the MRC was in use in over 426 school and community motorcycle rider education programs in 49 states.

Qualified instructors play an important part in the implementation and success of a rider education course. In a cooperative endeavor with colleges and universities nationwide, MSF has assisted in the preparation of over 6,600 instructors during 1973-1979. Each instructor completes a minimum of 50 hours instruction which includes performance evaluation both as a teacher and a motorcycle rider.

Motorcycle manufacturers and distributors cooperate by making motorcycles available for student use in the MRC training programs. Over 3,500 motorcycles were loaned free of charge to qualifying school and community programs in 1979.

Through these combined efforts increasing numbers of schools and communities are, for the first time, providing beginning motorcyclists with the opportunity to learn to ride safely. Courses meeting MSF standards (including a minimum of 22 hours of instruction both in the classroom and on-cycle) have prepared over 102,000 students since the program originated in 1973.

Many such courses are now supported, in part, with state or federal highway safety funds. The Foundation's goal is to continue this quality rider education effort for the benefit of the motorcycle riding public.

**Instructor Preparation**

**31 colleges and universities prepared instructors with MSF assistance in 1979**

**6,635 instructors have been prepared with MSF assistance since 1973**

**Rider Education Programs**

**Over 102,000 students have completed courses meeting MSF standards since 1973**

**426 schools and communities offered quality rider education courses in 1979.**

**The MSF rider education program has been implemented in 49 states.**

Source: 1979 Annual Report, Motorcycle Safety Foundation, Linthicum, Maryland.

# STATE MOTORCYCLE OPERATOR LICENSING STATISTICS

Based on a survey conducted by the Motorcycle Safety Foundation, the table below summarizes statistical information about the number of licensed motorcycle and other vehicle operators.

34 states and D.C. reported that 6.2 million current motorcycle license endorsements have been issued. 6 states do not require a special license for motorcycle operators, and the remaining 10 states did not report or have data available.

44 states and D.C. reported that a total of 6,400 state vehicle license examiners were currently employed. It was also reported that motorcycle questions were included on automobile driver license knowledge tests in 12 states.

## 1980 STATE MOTORCYCLE OPERATOR LICENSING STATISTICS

| STATE | REPORTED MOTORCYCLE LICENSE ENDORSEMENTS | MOTORCYCLE OPERATORS LICENSED IN 1978 | TOTAL NUMBER MOTOR VEHICLE OPERATOR LICENSES | TOTAL NUMBER STATE LICENSE EXAMINERS | TOTAL NUMBER OF EXAM SITES, INCLUDING PART TIME SITES | MOTORCYCLE QUESTIONS INCLUDED ON AUTOMOBILE DRIVER LICENSE KNOWLEDGE TESTS |
|---|---|---|---|---|---|---|
| Alabama | NO MOTORCYCLE TEST | | 1,195,365 | 90 | 76 | NO |
| Alaska | N/A | N/A | N/A | 25 | 34 | NO |
| Arizona | 35,898 | N/A | 500,182 | 105 | 39 | NO |
| Arkansas | 43,925 | 29,148 | 1,450,000 | 31 | 133 | NO |
| California | 789,936 | 234,246 | 15,191,625 | 420 | 210 | YES |
| Colorado | 122,319 | 25,518 | 1,996,420 | 150 | 75 | YES |
| Connecticut | 124,670 | 8,327 | 2,093,018 | 70 | 15 | NO |
| Delaware | 23,919 | 3,480 | 413,447 | 8 | 4 | YES |
| D.C. | 7,105 | 2,406 | 556,154 | 8 | 1 | YES |
| Florida | NO MOTORCYCLE TEST | | 7,148,084 | N/A | N/A | NO |
| Georgia | N/A | N/A | 3,311,000 | 129 | 55 | NO |
| Hawaii | N/A | 17,843 | N/A | 9 | 5 | NO |
| Idaho | NO MOTORCYCLE TEST | | N/A | N/A | N/A | N/A |
| Illinois | 378,950 | N/A | 6,854,515 | 560 | 122 | YES |
| Indiana | NO MOTORCYCLE TEST | | N/A | N/A | N/A | N/A |
| Iowa | 233,994 | 16,500 | N/A | 36 | 138 | YES |
| Kansas | 249,118 | N/A | 1,990,066 | 149 | 105 | NO |
| Kentucky | 31,837 | N/A | 2,493,751 | 87 | 120 | NO |
| Louisiana | 86,256 | 8,621 | 2,800,000 | 256 | 123 | NO |
| Maine | N/A | N/A | N/A | 36 | 27 | NO |
| Maryland | 123,173 | 13,108 | 2,531,172 | 102 | 19 | NO |
| Massachusetts | 185,043 | N/A | 3,605,300 | 200 | 35 | NO |
| Michigan | 417,235 | N/A | 6,662,752 | 1,200[2] | 235 | YES |
| Minnesota | 184,545 | 17,480 | 2,696,820 | 91 | 101 | YES |
| Mississippi | NO MOTORCYCLE TEST | | 1,500,000 | 34 | 81 | NO |
| Missouri | 185,650 | N/A | 3,225,925 | 147 | 126 | NO |
| Montana | 16,426 | N/A | 578,856 | 21 | 56 | NO |
| Nebraska | 66,454 | N/A | 1,200,000 | 55 | 95 | NO |
| Nevada | N/A | N/A | N/A | 34 | 36 | NO |
| New Hampshire | 69,128 | 8,145 | 630,725 | 27 | 21 | NO |
| New Jersey | 168,994 | N/A | 4,687,429 | 240 | 20 | NO |
| New Mexico | 51,561 | N/A | 910,177 | 72 | 72 | NO |
| New York | 313,230 | N/A | 9,125,934 | 155 | 122 | NO |
| North Carolina | 35,482 | 20,182 | 3,599,341 | 265 | 188 | NO |
| North Dakota | 23,000 | 1,700 | 444,262 | 95 | 65 | NO |
| Ohio | 445,602 | N/A | 6,811,522 | 160 | 93 | NO |
| Oklahoma | N/A | N/A | N/A | 54 | 126 | NO |
| Oregon | 170,700 | 10,700 | 1,900,000 | 150 | 65 | YES |
| Pennsylvania | 378,973 | N/A | 8,079,408 | 144 | 77 | NO |
| Rhode Island | N/A | N/A | 770,000 | 8 | 5 | NO |
| South Carolina | 35,056 | 6,718 | 1,783,313 | 118 | 52 | NO |
| South Dakota | N/A | N/A | N/A | 52 | 88 | NO |
| Tennessee | 153,718 | N/A | 2,696,652 | 78 | 101 | YES |
| Texas | 487,501 | 64,973 | 9,064,917 | 343 | 340 | NO |
| Utah | 133,957 | N/A | 850,000 | 55 | 44 | YES |
| Vermont | 33,204 | 3,300 | 335,911 | 13 | 16 | NO |
| Virginia | 165,019 | N/A | 3,413,405 | 142 | 126 | NO |
| Washington | N/A | N/A | N/A | N/A | 58 | NO |
| West Virginia | NO MOTORCYCLE TEST | | 1,422,974 | N/A | N/A | NO |
| Wisconsin | 201,502 | 17,226 | 2,927,546 | 176 | 111 | YES |
| Wyoming | N/R | N/R | N/R | N/R | N/R | N/R |

N/A—Responded but data not available.
N/R—Information not received by print deadline.
NO MOTORCYCLE TEST—State does not have special license for motorcycle operators.

[1] Some states reported on other than standard calendar year.
[2] All branch office employees authorized to administer skill tests.

This information was assembled by the Motorcycle Safety Foundation Licensing and Law Enforcement Department. Licensing authorities in all 50 states and the District of Columbia were directly contacted by MSF for an update on the information listed in this chart.

Although this information was obtained from the most authoritative sources available as of November 1979, the Motorcycle Safety Foundation is not responsible for its accuracy or completeness.

Source: Cycle Safety Info, State Motorcycle Operator Licensing and Licensing Procedures — 1980, Motorcycle Safety Foundation, 1980.

# STATE MOTORCYCLE OPERATOR LICENSING PROCEDURES

Program efforts and improvements in licensing as well as education are needed to help reduce motorcycle accidents, deaths and injuries. The Motorcycle Safety Foundation has aided in this effort through research (i.e., development of improved motorcycle operator licensing examinations) and the training of state licensing personnel.

Current licensing requirements and procedures by state, for 1980, are outlined below. Nearly all states require a special motorcycle license or endorsement for all individuals regardless of age, have a special knowledge test for motorcycle operators, and inspect the motorcycle or check for a valid inspection sticker. The minimum age for obtaining a motorcycle license ranges from 14 to 17.

MOTORCYCLE USAGE

## 1980 STATE MOTORCYCLE OPERATOR LICENSING PROCEDURES

| 1980 STATE | SPECIAL LICENSE OR ENDORSEMENT | LEARNER'S PERMIT | DURATION OF LICENSE | MINIMUM AGE WITH DRIVER EDUCATION | MINIMUM AGE WITHOUT DRIVER EDUCATION | MOTORCYCLE SAFETY EDUCATION A PREREQ UISITE TO LICENSING | MOTORCYCLE KNOWLEDGE TEST | OFF ROAD SKILL TEST | IN TRAFFIC SKILL TEST | CYCLE INSPECTED | RIDER GEAR INSPECTED | RE EXAMINATION REQUIRED | Re-examined for: Vision | Knowledge | On Street | In Traffic |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Alabama | • | | | | 14-16[10] | | | | | | | | | | | |
| **Alaska** | • | •[10] | **5** | | **14-16[30]** | | • | • | | • | • | **5** | • | | | |
| Arizona | • | •[1] | 3 | 16 | 16 | | • | • | | • | •[34] | 3 | • | • | •[11] | |
| Arkansas | • | •[1] | 2-4 | 14[12] | 16 | | • | • | | • | • | | | | | |
| **California** | • | •[9] | **4** | **16** | **18** | | • | • | •[18] | | | **4** | • | • | | |
| Colorado | • | •[6] | 4 | 16 | 16[14] | | • | •[15] | | • | •[34] | 3 | • | | | |
| Connecticut | • | •[1] | 4 | 16 | 18 | | • | • | • | • | •[34] | | | | | |
| **Delaware** | • | ◉[3] | **4** | **16** | **18** | | • | • | | • | • | **4** | • | | | |
| D.C. | • | •[1] | 4 | | 16[46] | | • | | • | • | • | 4 | • | | | |
| Florida | | | | | 15[16] | | | •[16] | •[16] | •[16] | •[16] | • | • | • | | |
| **Georgia** | • | •[7] | **4** | **16** | **16** | | • | •[15] | • | • | •[20] | **4** | • | | | |
| Hawaii | • | •[4] | 2-4 | 15 | 15 | | • | • | • | • | •[21] | 2-4 | • | • | | |
| Idaho | | | | 14 | 16 | | | | | | | | | | | |
| **Illinois** | • | •[8] | **3** | **16[35]** | **18** | | • | •[15] | • | • | •[34] | **9[29]** | • | • | | |
| Indiana | •[44] | | | 16 yr 1 mo | 16 yr 6 mo | | | | •[15] | •[24] | | 4 | • | | | |
| Iowa | • | | 2-4 | 16 | 18 | | • | • | •[16] | • | | 2-4 | • | | | |
| **Kansas** | • | •[7] | **4** | **14** | **14[36]** | | • | • | | • | • | 4 | • | • | | |
| Kentucky | • | •[1] | 2 | 16 | 16 | | • | | •[16] | • | • | | | | | |
| Louisiana | • | | 2-4 | 15 | 15 | | • | | • | • | | • | • | | | |
| **Maine** | • | ◉[5] | **4[26]** | **16** | **17** | •[32] | • | | • | • | | | | | | |
| Maryland | • | •[4] | 4 | 16 | 18 | | • | • | | | | | | | | |
| Massachusetts | • | • | 4 | 16[13] | 17 | | • | • | • | • | • | 4 | • | | | |
| **Michigan** | • | •[6] | **4** | **16** | **18** | | • | •[15] | | • | • | | | | | |
| Minnesota | • | •[2] | 4 | 16 | 18 | •[22] | • | • | • | • | • | 4 | • | | | |
| Mississippi | | •[1] | | 15 | 15 | | | | | • | • | | | | | |
| **Missouri** | • | •[3] | **3** | | **16** | | | • | | • | • | •[43] | • | | | |
| Montana | • | •[1] | 4 | 15 | 16 | | • | • | • | • | •[20] | 4 | • | | | |
| Nebraska | • | •[3] | 4 | 16 | 16 | | • | | • | | | 4 | • | • | | • |
| **Nevada** | • | •[8] | **4** | | **16** | | • | • | | • | • | | | | | |
| New Hampshire | • | •[1] | 4 | 16 | 18 | | •[41] | • | | • | • | 4 | • | | | |
| New Jersey | • | •[4] | 2 | 17 | 17 | | • | • | • | • | • | • | •[45] | | | |
| **New Mexico** | • | •[3] | **4** | **13-15[39]** | **16** | | • | • | | • | •[21] | | | | | |
| New York | • | •[9] | 4 | | 16[25] | | • | •[19] | • | • | • | 4 | • | | | |
| North Carolina | •[37] | | 4 | 16 | 18 | | • | • | | • | • | 4 | • | •[42] | •[42] | |
| **North Dakota** | • | ◉[1] | **4** | **14[13]** | **16** | •[27] | • | • | | • | • | | | | | |
| Ohio | • | •[1] | 4 | 16 | 18 | | • | • | | • | • | | | | | |
| Oklahoma | | | | | 14[38] | | •[25] | | •[25] | •[25] | •[25] | | | | | |
| **Oregon** | • | | **4** | | **16** | | • | • | • | • | •[20] | | | | | |
| Pennsylvania | • | •[5] | 2 | | 16 | | • | • | | • | • | | | | | |
| Rhode Island | • | •[4] | 2 | 16 | 18 | •[1] | • | • | | • | | 4 | • | | | |
| **South Carolina** | • | •[7] | **4** | **15** | **15** | | • | • | | • | • | 4 | • | | | |
| South Dakota | • | | 4 | | 14 | | • | • | • | | | •[40] | • | • | • | • |
| Tennessee | • | | 2 | 16 | 16[10] | | • | • | • | • | • | | | | | |
| **Texas** | • | •[9] | **4** | **16** | **18[33]** | •[23] | • | | • | • | •[21] | 4 | • | | | |
| Utah | • | •[1] | 4 | 16[31] | | | • | • | • | | | • | • | • | | |
| Vermont | • | | 2 | 16 | 18 | | • | • | | • | • | | | | | |
| **Virginia** | • | •[9] | **4** | **16** | **18** | | • | • | • | • | • | 4 | • | | | |
| Washington | • | •[8] | 2 | 16 | 18 | | • | • | | • | • | • | • | | | |
| West Virginia | | | | 16 | 16 | | | | | •[15] | | | | | | |
| **Wisconsin** | • | ◉[1] | **2** | **16** | **18** | | • | • | | • | • | | | | | |
| Wyoming | • | •[4] | 3 | | 16 | | • | • | | • | • | 3 | • | • | •[11] | |

• Mandatory Learner's Permit Required

1 Maximum 30 days
2 Maximum 45 days
3 Maximum 60 days
4 Maximum 90 days
5 Maximum 120 days
6 Maximum 150 days
7 Maximum 6 months
8 Maximum 8 months
9 Maximum 1 year
10 Maximum 2 years
11 At the examiner's discretion
12 Age 14-16 restricted to 250cc or less with parental consent
13 Under 16 restricted to 200cc or less effective 1-1-80
14 Learner's permit issued at age 15½ if enrolled in approved course
15 Off street except when facility not available
16 Age 15 restricted to cycle of 5 brake horsepower knowledge test only
17 Required for operating 190cc or larger
18 Motorcycle only license applicants
19 Provided only at select sites
20 Only helmet inspected
21 Helmet inspected for applicants under age 18
22 Under age 18
23 Age 18 and under effective 1-1-81
24 Once a year for motorcycle only applicants
25 Required for age 14-15 and motorcycle only applicants
26 After 40 years of age every third renewal and after 65 years of age every 2 years
27 Under age 16 effective 1-1-80
28 Class B (16-18) motorcycle license or permit not valid in New York City, Nassau County has special restrictions
29 Operators 69 years of age or older required to pass complete examination every 3 years
30 Age 14-16 restricted to 5 brake horse power or less
31 Driver education required regardless of age
32 Under age 17
33 Age 15 restricted to 100cc or less
34 Only eye protection inspected
35 Age 16-17 restricted to less than 150cc
36 Age 14-15 restricted license to and from work and school
37 Required of all first time applicants regardless of age
38 Age 14-15 restricted to 125cc or less
39 Age 13-15 restricted to under 100cc
40 For moving violation only
41 Effective 4-1-80
42 Knowledge and skill test if driving record warrants
43 Only after license expires over 60 days or reinstatement after point revocation
44 Endorsement required effective 1981
45 Examination every 10 years
46 Age 16 with parental consent notarized

This information was assembled by the Motorcycle Safety Foundation Licensing and Law Enforcement Department. Licensing authorities in all 50 states and the District of Columbia were directly contacted by MSF for an update on the information listed in this chart.

Although this information was obtained from the most authoritative sources available as of November 1979, the Motorcycle Safety Foundation is not responsible for its accuracy or completeness.

Source: Cycle Safety Info, State Motorcycle Operator Licensing and Licensing Procedures — 1980, Motorcycle Safety Foundation, 1980.

# STATE MOTORCYCLE EQUIPMENT REQUIREMENTS

Each state governs the operation, registration, and licensing of motor vehicles. In general, motorcycles registered for use on public highways are required to meet the equipment requirements in the state in which they are registered. This is in addition to compliance with Federal Motor Vehicle Safety Standards which is required by the motorcycle manufacturers.

The most current state equipment requirements, as of January 1980, are listed below.

## STATE MOTORCYCLE EQUIPMENT REQUIREMENTS, JANUARY 1980

| STATE | SAFETY HELMET | EYE PROTECTION | REARVIEW MIRROR | BRAKES | HANDLEBAR HEIGHT | PASSENGER SEAT | PASSENGER FOOTRESTS | PASSENGER HANDHOLD | SAFETY BARS | PROTECTIVE CLOTHING | TURN SIGNALS | SPEEDOMETER/ ODOMETER | HEADLIGHT DAYTIME USE | PERIODIC INSPECTION |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Alabama | ● | | ● | ●-7 | | ● | ● | | | | ● | | | |
| Alaska | ●-22 | ●-i | ●-6 | ●-8 | ●-13 | ● | ● | ● | | | | | | |
| Arizona | ●-3 | ●-h | ● | ●-7 | ●-13 | ● | ● | ● | | | | | | ●-19 |
| Arkansas | ● | ● | ● | ●-7 | | ● | ● | ● | ● | | | | ● | ● |
| California | | | ● | ●-8 | ●-14 | ● | ● | | | | ● | | ●-k | ●-21 |
| Colorado | | ● | ● | ●-7 | | ● | ● | | | | | | | ● |
| Connecticut | | ●-h | ● | ●-8g | ●-13 | ● | ● | | | | | | ■-l | ●-21 |
| Delaware | ●-1,m | ● | ● | ●-7 | ●-13 | ● | ● | | | | ● | | | ● |
| Dist. of Col. | ● | ●-h | ● | ●-8 | ●-13 | ● | ● | ● | | | | ●-17 | | ● |
| Florida | ● | ● | ● | ●-8 | ●-13 | ● | ● | | | | | | ● | ● |
| Georgia | ● | ●-h | ●-E | ●-7 | ●-13 | ● | ● | | | ●-16 | | | ● | ● |
| Hawaii | ●-1,3 | ●-h | ● | ●-7 | ●-13 | ● | ● | | | | | | | ● |
| Idaho | ●-3 | | | ●-7 | | ● | ● | | | | | | | |
| Illinois | | ● | ● | ●-7 | ●-13 | ● | ● | ● | | | | | ● | |
| Indiana | | | ●-5 | ●-8 | ●-13 | ● | ● | | | | | | ● | ● |
| Iowa | | ● | ● | ●-7 | ●-13 | ● | ● | | | | | | | ●-20 |
| Kansas | ■-3 | ● | ● | ●-9 | ●-14 | ● | ● | | | | ● | | | ■-21 |
| Kentucky | ● | ● | ● | ●-7 | | ● | ● | | | | ● | ●-17 | | |
| Louisiana | ●-3 | ●-h | ● | ●-8 | ●-14 | ● | ● | | | | | | | ● |
| Maine | | | ● | ●-7 | ●-13 | ● | ● | | | | | | ● | ● |
| Maryland | ■-1,3 | ●-h | ●-6 | ●-7 | ●-13 | ● | ● | | | | | ● | | ●-20 |
| Massachusetts | ● | ●-h | ● | ●-7 | ●-13 | ● | ● | | | | | | | ● |
| Michigan | ● | ●-2h | ● | ●-8 | ●-13 | ● | | | | | | | | ●-21 |
| Minnesota | ●-3 | ● | ● | ●-7 | ●-14 | ● | ● | | | | | | ● | ●-21 |
| Mississippi | ● | | ● | ●-8 | ●-10 | ● | | | | | | ●-17 | | ● |
| Missouri | ● | | ● | ●-7 | ●-13 | | | | | | | | | ● |
| Montana | ●-3 | | ● | ●-8 | | ● | ● | | | | | | ● | |
| Nebraska | ●-4 | | | ●-7 | ●-12 | ● | ● | | | | | | | ● |
| Nevada | ● | ●-h | ●-6 | ●-8 | ●-13 | ● | ● | | | | ● | | | |
| New Hampshire | ●-3 | ●-h | ● | ●-7 | ●-13 | ● | ● | | | | ● | ● | | ● |
| New Jersey | ●-1 | ●-h | ●-6 | ●-7 | ■-14 | ● | ● | ✲ | | | | | | ● |
| New Mexico | ●-1,3 | ●-h | ● | ●-8 | ●-13 | ● | ● | | | | | | | ●-21 |
| New York | ●-1 | ● | ● | ●-8 | ●-13 | ● | ● | | | | | ●-23c | ● | ● |
| No. Carolina | ● | | ● | ●-7 | | ● | ● | | | | | | ● | ● |
| No. Dakota | ●-1,3 | | ● | ●-8 | ●-13 | ● | ● | | | | | ● | | ●-21 |
| Ohio | ●-3,j | ● | ● | ●-7 | ●-13 | ● | ● | | | | | | | ●-21 |
| Oklahoma | ●-3 | ●-h | ●-6 | ●-8 | ●-11 | ● | ● | | | | | ●-17 | | ● |
| Oregon | ●-3 | | ● | ●-7 | ●-14 | ● | ● | | | | ● | | ● | ●-21 |
| Pennsylvania | ● | ● | ●-e,✲ | ●-8 | ●-14 | ● | ● | ● | | | ●-d,✲ | | | ● |
| Rhode Island | | ● | ● | ●-9 | ●-13 | ● | ● | ● | | | | ●-17a | | ● |
| South Carolina | ●-1 | ●-h | ● | ●-7 | ●-13 | ● | ● | | | | | | ● | ● |
| So. Dakota | ●-3 | ●-h | ● | ●-9 | ●-13 | ● | ● | | | | | | | |
| Tennessee | ● | ●-h | ● | ●-7 | ●-13 | ● | ● | | ●-15 | | | | ● | |
| Texas | ●-1,3 | | ● | ●-7 | ●-13 | ● | | | | | | | | ● |
| Utah | ●-2,3 | | ● | ●-7 | ●-14 | ● | ● | | | | | ●-18 | | ● |
| Vermont | ●-1 | ●-h | ● | ●-7 | ●-13 | ● | ● | | | | | | | ● |
| Virginia | ● | ●-h | ● | ●-8b | ●-13 | ● | ● | | | | | | | ● |
| Washington | | ●-h | ●-5 | ●-8 | ●-13 | ● | ● | | | | | | ● | ●-21 |
| W. Virginia | ●-1 | ● | ● | ●-7 | ●-13 | ● | ● | | | | | | ● | ● |
| Wisconsin | ●-22 | ●-i | ● | ●-7 | ●-13 | ● | ● | | | | ●-g | ● | ● | ●-21 |
| Wyoming | ● | | ● | ●-8 | ●-13 | ● | ● | | | | | | ● | |

● Requirement in law:
1. Reflectorization
2. Where speeds exceed 35 mph
3. Under 18 years
4. Not enforced
5. Left side
6. Left and right side
7. One wheel
8. Both wheels
9. Must meet performance standard
10. 10" above fasten point
11. 12" above fasten point
12. 15" above fasten point
13. 15" above seat
14. Handgrips below shoulder height
15. Over 750 cc if operator under 18 years
16. Foot wear
17. Speedometer
18. Odometer
19. Annual emissions inspection
20. Upon transfer of title
21. Random
22. Under 16 years
23. Speedometer with both mile and kilometer calibrations

a. If originally equipped by manufacturer.
b. For motorcycle manufactured after 7/1/74.
c. For motorcycle manufactured after 9/1/80.
d. For motorcycle manufactured after 1/1/73.
e. For motorcycle manufactured after 9/1/77.
f. For motorcycle manufactured after 1/1/80.
g. Newer models.
h. Except if equipped with windscreen.
i. Except if equipped with windscreen 15" or higher.
j. Novice license holders.
k. Manufacturer's requirement for motorcycles manufactured after 1/1/78.
m. Possession by all wear under 18 years.

*Many state inspection regulations require that any equipment installed on a motorcycle must function properly even though the equipment is not required by law.*

*r. Required by inspection regulations.*

✲ *Denotes removal of requirement since January, 1979 list was distributed.*

■ *Denotes change in status since January, 1979 list was distributed.*

Source: Motorcycle Industry Council, Newport Beach, California.

# STATE OFF-HIGHWAY MOTORCYCLE REQUIREMENTS

Off-highway motorcycles are subject to a wide variety of regulations for use in nearly every state. Individual states may have a vehicle registration program, an operator license requirement or specific equipment requirements. Several states are also developing a special off-highway fund through the registration program or gasoline tax rebates based on the amount of fuel used off-highway. This money is then used for the acquisition, development or maintenance of off-highway vehicle use facilities.

The chart below summarizes the requirements of each state for vehicles and operators as of January 1980.

## STATE OFF-HIGHWAY MOTORCYCLE REQUIREMENTS, JANUARY 1980

| STATE | OFF-HIGHWAY REGISTRATION | M/C OPERATOR LICENSE | MINIMUM AGE TO OPERATE | OFF-HIGHWAY EQUIPMENT REQUIREMENTS: LIGHTING | BRAKES | MUFFLER | SPARK ARRESTOR | OTHER | OFF-HIGHWAY RECREATION ADVISORY COUNCIL | RIDER TRAINING/ INFORMATION PROGRAM | OFF-HIGHWAY RECREATION FUNDING | OHV USE PERMITTED ON SOME STATE LAND | TOTAL MOTORCYCLES USED OFF-HIGHWAY AT SOME TIME |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Alabama | | | | | | | | | | | | ● | 83,700 |
| Alaska | | | | | ●-# | | | | | | | | 21,200 |
| Arizona | | | | ●-# | ●-# | ●-# | | | | | | ● | 64,300 |
| Arkansas | | | | | | | | ● | | | | | 55,500 |
| California | ●-1A | | | ●-12 | ● | ●-13C | ●-14 | ● | ● | ● | ●-19 | ● | 553,600 |
| Colorado | ●-2B | | | ●-12 | ● | ●-13C | ●-14 | ● | | | ●-18 | ● | 76,700 |
| Connecticut | ●-3A | | | ● | ● | ● | | | | | | ● | 37,000 |
| Delaware | ●-2B | | ●-5 | ●-12 | ● | ●-13C | ● | ●-15 | | ● | ●-18 | | 9,300 |
| Dist. of Col. | | | | | | | | | | | | | 1,100 |
| Florida | ●-3BD | | | | | ●-# | | ●-15# | | | ●-21 | ● | 148,800 |
| Georgia | | | | | ● | ● | | | | | | | 118,400 |
| Hawaii | | | | | | | | | | | | | N/A |
| Idaho | ●-3A | | | | | ●-13 | | | ● | ● | ●-19 | ● | 52,800 |
| Illinois | | | | | | | | | | | | | 173,800 |
| Indiana | ●-2B | | ●-6 | ● | ● | ●-C | | | | ● | ●-18 | | 125,900 |
| Iowa | | | | | | ●-# | | ●-15# | | | ●-21 | ● | 101,300 |
| Kansas | | | | | | | | | | | | | 59,400 |
| Kentucky | | | | | | | | | | | | | 65,600 |
| Louisiana | | | | | | | | | | | | | 110,500 |
| Maine | | | | | | | | | | | | | 21,200 |
| Maryland | ●-3B# | ●-# | ●-5# | ●-12# | ●-# | ● 13# | | | | | ●-18 | ● | 56,200 |
| Massachusetts | ●-2B | | ●-7 | ● | ● | ●-13C | ● | ●-15 | | | | ● | 52,900 |
| Michigan | ●-4A | | ●-8 | ●-12 | ● | ●-13C | ● | | | ● | ●-18 | ● | 205,200 |
| Minnesota | | | | | | | | | | | | ● | 96,600 |
| Mississippi | | | | | | | | | | | | | 52,000 |
| Missouri | | | | | | ●-# | ●-# | | | | ●-21 | ● | 93,400 |
| Montana | | | | | | | | | | | | | 39,400 |
| Nebraska | | | | | | | | | | | | ● | 51,200 |
| Nevada | | | | | | | ●-D | | | | | | 21,800 |
| New Hampshire | ●-2A | | ●-5 | ● | ● | ●-13 | ● | | ● | ● | ●-20 | | 21,900 |
| New Jersey | | | | | | | | | | | | | 75,200 |
| New Mexico | ●-3A | | | | | | | | | | | ● | 33,700 |
| New York | | | | | | | | | | | | | 141,100 |
| No. Carolina | | | | | | | | | ● | | | ● | 107,400 |
| No. Dakota | | | | | | | | | | | | ● | 26,100 |
| Ohio | ●-3A | ●-D | ●-9 | ●-12 | ● | ● | | | | ● | ●-18 | ● | 177,700 |
| Oklahoma | | | | | | | | | ● | | | ● | 82,800 |
| Oregon | | | | ●-12D | ● | ●-13C | ● | | | | | ● | 88,800 |
| Pennsylvania | | | | | | ●-# | ●-14# | | | | | ● | 180,300 |
| Rhode Island | ●-3B | | ●-10 | ●-12 | ● | ●-13 | | ●-17 | | | | ● | 12,100 |
| So. Carolina | | | | ●-12# | ●-# | ●-# | ●-# | | | | | ● | 42,800 |
| So. Dakota | | | | | | ● | | | | | | | 23,500 |
| Tennessee | | | | | | ●-# | ●-# | | | | | ● | 116,600 |
| Texas | | | | | | ●-# | ●-14# | ●-15# | | | | ● | 280,000 |
| Utah | ●-3A | | ●-11 | ●-12 | ● | ●-13C | | ●-16 | ● | ● | ●-18 | ● | 60,800 |
| Vermont | | | | | | | | | | | | | 10,400 |
| Virginia | | | | | | ● | | | | | | | 81,200 |
| Washington | ●-2A | | | ●-12 | ● | ●-13 | ● | | | ● | ●-19 | ● | 138,500 |
| W. Virginia | | | | | | | | | | | | | 53,800 |
| Wisconsin | | | | | | | | | ● | | ●-21 | ● | 97,100 |
| Wyoming | | | | | | | | | | | | | 20,100 |
| U.S. Total | | | | | | | | | | | | | 4,420,700 |

Although this chart represents information from the most authoritative sources available as of the date shown above, the Motorcycle Industry Council is not responsible for accuracy or completeness.

Source: Motorcycle Industry Council, Newport Beach, California

Photo Courtesy of American Honda Motor Company

# THE MOTORCYCLE OWNER

## NUMBER OF OWNERS AND RIDERS, OWNER'S SEX, MARITAL STATUS, AGE, EDUCATION

In 1979 it is estimated that the 7 million motorcycles in use were owned by 5.3 million owners and ridden by over 17 million people.

1977 consumer research indicates that about 94% of the motorcycle owners were male and 6% were female. The median owner age was 28 years with almost half (44.7%) of the owners between 18 and 29 years. High school was the highest level of education attended by about half (51.6%) of the owners, and an additional 44.5% of the owners had achieved some college or post graduate education.

### MOTORCYCLE OWNER PROFILE: NUMBER OF OWNERS AND RIDERS, SEX, MARITAL STATUS, AGE, EDUCATION

**5,346,000 Estimated Motorcycle Owners in 1979**[1]

**17,589,000 Estimated Motorcycle Riders in 1979**[1]

| Sex | % of Total Owners[2] |
|---|---|
| Male | 93.8% |
| Female | 6.2% |

| Marital Status | % of Total Owners[2] |
|---|---|
| Married | 58.1% |
| Single | 39.6% |
| Other/Not Stated | 2.3% |

| Age | % of Total Owners[2] |
|---|---|
| Under 18 | 12.1% |
| 18-24 | 27.8% |
| 25-29 | 16.9% |
| 30-34 | 15.0% |
| 35-39 | 8.8% |
| 40-49 | 12.3% |
| 50 and over | 7.1% |
| Median Age | 28.0 yrs. |
| Average Age | 29.8 yrs. |

| Highest Level of Education | % of Total Owners[2] |
|---|---|
| Grade School | 3.9% |
| Attended High School | 15.8% |
| Graduated High School | 35.8% |
| Attended College | 25.3% |
| College Graduate | 11.8% |
| Post Graduate | 7.4% |

[1]Source: The number of motorcycle owners is estimated by the Motorcycle Industry Council based on motorcycle population estimates and the distribution of motorcycles per owner. The number of motorcycle riders is estimated by the Motorcycle Industry Council based on statistics for the number of riders per motorcycle (2.5) from the Motorcycle Safety Foundation, Linthicum, Maryland.

[2]Source: Trendex Motorcycle Market Study, conducted for Cycle Magazine by Trendex, Inc., Westport, Connecticut, February 1978.

# OWNER OCCUPATION, INCOME, CURRENT AND PREVIOUS MOTORCYCLE OWNERSHIP

Research indicates that over one third (37.4%) of the heads of motorcycle owning households in 1977 held craftsman or foreman positions, or that their job involved the operation of machinery. An additional 27.5% of the household heads were employed in professional, technical, managerial, or proprietary occupations. 15.4% held clerical, sales, or service jobs, and 6.7% were involved in farming.

The median annual income of a motorcycle owning household in 1977 was $16,200. Over half (55.4%) of the motorcycle owners reported their total household annual income to be $15,000 or more.

Over three fourths (77.3%) of the owners owned only one motorcycle in 1977. Less than one fourth (23.2%) of the owners reported no previous motorcycle ownership, which indicates that considerably fewer first-time buyers are entering the market than in previous years.

## 1977 MOTORCYCLE OWNER PROFILE: OCCUPATION, INCOME, MOTORCYCLE OWNERSHIP

[1]

| Occupation of Household Head | % of Total Owners |
|---|---|
| Craftsman/Foreman | 23.1% |
| Operative | 14.3% |
| Professional/Technical | 14.2% |
| Manager/Official/ Proprietor | 13.3% |
| Farmer/Farm Laborer | 6.7% |
| Clerical | 5.5% |
| Sales Worker | 5.1% |
| Service Worker | 4.8% |
| Not Stated | 13.0% |

[2]

| Total Household Annual Income | % of Total Owners |
|---|---|
| Under $5,000 | 8.8% |
| $5,000-$7,999 | 7.5% |
| $8,000-$9,999 | 6.6% |
| $10,000-$14,999 | 21.7% |
| $15,000-$19,999 | 22.2% |
| $20,000-$24,999 | 13.4% |
| $25,000-$49,999 | 17.1% |
| $50,000 and over | 2.7% |
| Median | $16,200 |
| Average | $18,928 |

[2]

| Number of Motorcycles Currently Owned | % of Total Owners |
|---|---|
| Own 1 motorcycle | 77.3% |
| Own 2 motorcycles | 16.8% |
| Own 3 motorcycles | 4.4% |
| Own 4 or more motorcycles | 1.5% |

[2]

| Previous Motorcycle Ownership | % of Total Owners |
|---|---|
| Owned a motorcycle other than the one(s) now owned. | 76.8% |
| No previous motorcycle ownership. | 23.2% |

[1]Source: 1977 Survey of the U.S. Motorcycle Market, J.D. Power & Associates, Los Angeles, California, July 1977.

[2]Source: Trendex Motorcycle Market Study, conducted for Cycle Magazine by Trendex, Inc., Westport, Connecticut, February 1978.

## OTHER NATIONAL MOTORCYCLE ORGANIZATIONS

### AMERICAN MOTORCYCLIST ASSOCIATION

*P.O. Box 141*
*Westerville, Ohio 43081*
*(614) 891-2425*

The American Motorcyclist Association, founded in 1924, is a voluntary membership organization for individuals who own and ride motorcycles. With a membership of nearly 130,000, the AMA has approximately 1,000 chartered clubs throughout the nation. The AMA sanctions over 5,000 amateur and professional competitive events per year, and sponsors programs and contests to encourage involvement by motorcyclists in charitable work and community service. The AMA works with various government agencies and private organizations to promote and protect the interests of the American motorcyclist.

### MOTORCYCLE SAFETY FOUNDATION

*780 Elkridge Landing Road*
*Linthicum, Maryland 21090*
*(301) 768-3060*

The Motorcycle Safety Foundation (MSF) was founded in 1972 to deal with the promotion of motorcycle safety and education. The MSF deals closely with governmental agencies on the Federal and state levels, as well as the education community. They have developed a number of research studies and publications on cycle safety including an impressive Motorcycle Rider Course which is available to school districts, governmental agencies and private individuals. The MSF has an on-going program of workshops to teach driver education instructors methods of motorcycle safety training. The MSF also has recently entered into an agreement with the National Highway Traffic Safety Administration to join forces in promoting motorcycle safety.

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### STATE MOTORCYCLE DEALERS ASSOCIATIONS

In all states but Alaska retail motorcycle dealers have formed nonprofit associations to engage in government relations and other activities for the good of the motorcycle industry in their state. The MIC recognizes and supports these state associations with several informational exchange programs. The name and address of current state dealer association officers are listed on the following pages.

**ILLINOIS**
Walter Graybeal
Illinois Motorcycle Dealers Assn.
413 W. Monroe
Springfield, Illinois 62704
(217) 753-8866

**INDIANA**
John Greenrose
Indiana Motorcycle Dealers Assn.
907 N. Spring Street
Jeffersonville, Indiana 47130
(812) 282-8229

**IOWA**
Joe Adkins
Iowa Motorcycle Dealers Assn.
R.R. 4, Box 55
Knoxville, Iowa 50318
(515) 943-2549

**KANSAS**
Carol Beggs
Kansas Motorcycle Industry Council
129 S. Fourth
Salina, Kansas 67401
(913) 827-6743

**KENTUCKY**
Tony Coates
Kentucky Motorcycle Dealers Assn.
1140 W. Fern Valley Road
Louisville, Kentucky 40219
(502) 968-0162

**LOUISIANA**
Frank A. Zimbelman
Louisiana Motorcycle Industry Council
501 South Bernadotte
New Orleans, Louisiana 70119
(504) 486-5946

**MAINE**
Calvin Reynolds
Maine Motorcycle Dealers Assn.
RFD #3
Gorham, Maine 04038
(207) 929-6641

**MARYLAND**
Howard A. Triplett
Maryland Motorcycle Dealers Assn.
4121 Primrose Avenue
Baltimore, Maryland 21215
(301) 764-3294

**MASSACHUSETTS**
Frank Hanson
Massachusetts Motorcycle Dealers Assn.
168 Main Street
Hudson, Massachusetts 01749
(617) 562-9361

**MICHIGAN**
Don Craig
Michigan Motorcycle Dealers Assn.
2423 Newport Drive
Lansing, Michigan 48906
(517) 321-4351

**MINNESOTA**
Bob Illingworth
Minnesota Motorcycle Industry Assn.
100 West Franklin Avenue
Minneapolis, Minnesota 55404
(612) 729-7311

**MISSISSIPPI**
Gale Butler
Mississippi Motorcycle Dealers Assn.
P.O. Box 6483
Jackson, Mississippi 39212
(601) 372-0021

**MISSOURI**
Jim Moon
Missouri Motorcycle Dealers Assn.
3131 S. Campbell
Springfield, Missouri 65807
(417) 883-3632

**MONTANA**
Dave Bliss
Montana Motorcycle Dealers Assn.
Star Route
Conrad, Montana 59425
(406) 278-5255

**NEBRASKA**
Jerry Biskup
Nebraska Motorcycle Dealers Assn.
2400 N Street
Lincoln, Nebraska 68510
(402) 476-8888

**NEVADA**
Frederic Harrell
Motorcycle Dealers Assn. of Nevada
P.O. Box 19250
Las Vegas, Nevada 89119
(702) 871-1659

**NEW HAMPSHIRE**
Rupert Dance
New Hampshire Motorcycle Dealers Assn.
105 Manchester Street
Concord, New Hampshire 03301
(603) 225-2779

**NEW JERSEY**
Fern McNerney
Motorcycle Industry Council of N.J.
66 Morris Avenue
Springfield, New Jersey 07081
(201) 379-1100

**NEW MEXICO**
Robert Johnson
New Mexico Motorcycle Dealers Assn.
4724 Menaul N.E.
Albuquerque, New Mexico 87110
(505) 884-3613

**NEW YORK**
Donald J. Boyle
New York Motorcycle Dealers Assn.
17 Elk Street
Albany, New York 12207
(518) 449-8786

**NORTH CAROLINA**
Jim Smith
North Carolina Motorcycle Dealers Assn.
1312 E. Bessemer Avenue
Greensboro, North Carolina 27405
(919) 275-4417

**NORTH DAKOTA**
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North Dakota Motorcycle Dealers Assn.
1920 12th Avenue, North
Fargo, North Dakota 58102
(701) 235-6478

**OHIO**
Larry Trask
Ohio Motorcycle Dealers Assn.
84 N. High Street
Dublin, Ohio 43017
(614) 889-2314

**OKLAHOMA**
Bill Schramm
Oklahoma Motorcycle Dealers Assn.
7900 N.W. 10th
Oklahoma City, Oklahoma 73127
(405) 787-7901

**OREGON**
Ed Hughes
Oregon Motorcycle Dealers Assn.
3956 S.E. Lakerd
Milwaukie, Oregon 97222
(503) 653-9660

**PENNSYLVANIA**
Chuck Seamens
Pennsylvania Motorcycle Dealers Assn.
Pittsburgh Street
Greensburg, Pennsylvania 15601
(412) 834-6798

**RHODE ISLAND**
Ralph Razee
Rhode Island Motorcycle Dealers Assn.
Box 293
N. Kingstown, Rhode Island 02852
(401) 295-8837

**SOUTH CAROLINA**
Grady Miller
South Carolina Motorcycle Dealers Assn.
2019 Wade Hampton Blvd.
Greenville, South Carolina 29615
(803) 244-6632

**SOUTH DAKOTA**
Bill Gikling, Blackhills Yamaha
South Dakota Motorcycle Dealers Assn.
516 4th Street
Rapid City, South Dakota 57701
(605) 342-9362

**TENNESSEE**
William Sloan
Tennessee Motorcycle Dealers Assn.
2233 N.W. Broad Street
Murfreesboro, Tennessee 37130
(615) 893-0150

**TEXAS**
Mike Marks
Texas Motorcycle Dealers Assn.
4302 Airport Blvd.
Austin, Texas 78722
(512) 454-8626

**UTAH**
Spence Adams
Utah Motorcycle Dealers Assn.
2354 S. State Street
Salt Lake City, Utah 84115
(801) 486-5401

**VERMONT**
Donald C. Bevins
Vermont Motorcycle Dealers Assn.
407 Barre Street
Montpelier, Vermont 05602
(802) 223-2346

**VIRGINIA**
Bruce Stuart
Virginia Motorcycle Dealers Assn.
10040 Midlothian Tpke
Richmond, Virginia 23235
(804) 320-7917

**WASHINGTON**
James Boltz
Washington State Motorcycle Trade Assn.
18730 Highway 99
Lynnwood, Washington 98036
(206) 774-3538

**WEST VIRGINIA**
Larry Young
West Virginia Motorcycle Dealers Assn.
233 Virginia Street East
Charleston, West Virginia 25301
(304) 343-4431

**WISCONSIN**
Jim Baxter
Wisconsin Motorcycle Dealers Assn.
6678 Pertzborn Road, Route One
Dane, Wisconsin 53529
(608) 849-4054

**WYOMING**
Jack Ross
Wyoming Motorcycle Dealers Assn.
615 S. Greeley Highway
Cheyenne, Wyoming 82001
(307) 638-8307

While this information is thought to be the most accurate available at the date of publication, the Motorcycle Industry Council assumes no responsibility for accuracy or completeness.

Additions and corrections are solicited for future publications.

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